RUARY 14, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

MILES LABORATORIES, INC.

Alka-Seltzer®
BRAND

Traditionally in the Public Confidence . . .

For years millions of Americans have depended on ALKA-SELTZER for the relief of common ailments with complete confidence. Application of scientific quality controls, using only the best, purest medicinal ingredients, and continuing medical research by Miles Laboratories have earned public confidence. The Havens & Martin, Inc., Stations apply these same principles to the art of broadcasting. The best possible programming ingredients, controlled by skilled management, have earned a loyal and responsive audience throughout Virginia for Richmond's only complete broadcasting institution. Join with confidence the other advertisers using the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—serving one of the South's richest areas.

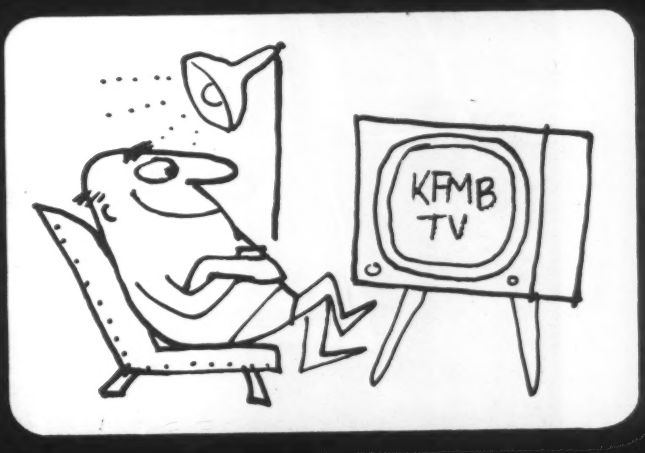
PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

We're getting more people in growing San Diego!



38.1% more than in 1950!
For a County total of 769,200! *(Calif. Taxpayers Assoc. estimate, Jan. 1, 1955.)*

Even in Jan. 1954, the city of San Diego alone had more people than Newark, Atlanta or Indianapolis! *(Sls. Mgt. '54)*

More people, making more, spending more and watching Channel 8 more than ever before!

KFMB 8 TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

NOW
complete coverage
PHILADELPHIA
trading area
WDEL-TV
WILMINGTON
316,000 watts
PHILADELPHIA OFFICE
1500 Walnut St., Suite 1205,
Kingsley 6-4020
CHANNEL 12

closed circuit.

NO NEW FREEZE • Proposal that FCC maintain *status quo* on all tv allocations until definitive legislative course has been determined isn't making much impression on members of Senate Interstate & Foreign Commerce Committee. Feeling is that this would amount to reimposition of "freeze" and would be injustice to those who have gone through hearing mill and are awaiting final opinions. Moreover, it's felt that in view of course already taken by committee, FCC would be disposed to move slowly on any allocation innovations anyway.

B•T

AMONG ATTORNEYS under consideration as special counsel for Democratic majority of Senate Interstate & Foreign Commerce Committee is Arthur Scheiner, former chief of FCC Broadcast Bureau's Rules and Standards Division. He resigned from FCC last July to join Benedict P. Cottone in private communications practice. Mr. Scheiner originally joined FCC in 1946, leaving following year and returned in 1948.

B•T

WHEELING & DEALING • One sale completed last week—KBTV (TV) Denver (ch. 9) to group headed by John Mullins, ex-KPHO-TV Phoenix, for $1 million-plus (story page 80). *Buffalo Evening News* last Tuesday reported WGR-TV (ch. 2) deal in negotiation and said Storer and Westinghouse were interested, but WGR board denied station on block ($6 million figure had been mentioned). As far as Westinghouse is concerned, deal whereby NBC would get KYW-WPTZ (TV) Philadelphia in return for WTAM-WNBK(TV) and several million to boot, is quiescent.

B•T

RADIO Advertising Bureau, pitching hard on campaign to maintain radio set sales at minimum 15 million level, will ask major set manufacturers at Feb. 17-18 meeting to pitch in at least $100,000 to get project underway in return for wholehearted merchandising and exploitation cooperation of RAB membership. Next year effort will be to evolve integrated campaign that might involve couple of million dollars.

B•T

UHF TAX RELIEF • In effort to find answers to uhf problem, FCC Chairman McConnaughey has talked with representatives of manufacturers, who are convinced that elimination of 10% excise tax on uhf and color receivers (most of which will tune both bands) would induce manufacturers to produce all-band receivers. Effort at last session of Congress to eliminate tax failed but it's believed there is sufficient momentum now to accomplish this.

B•T

APROPOS UHF situation, Chairman Magnuson (D-Wash.) of Senate Commerce Committee has made up his mind to call in leading set manufacturers in hope of inducing them to produce all-band receivers only. He and certain of his colleagues are convinced that if top manufacturers produce all-band receivers and promote them, others will be forced in line (story page 68).

B•T

PARTIAL DE-INTERMIXTURE • Immediate approach of Senate Commerce Committee on uhf problem, in addition to planned session with manufacturers on all-band receivers (see above) may be move toward "selective de-intermixture" as proposed in Plotkin Memorandum.

B•T

CURRENT hearings by Federal Trade Commission on charge of "false and misleading" advertising against Bankers Life & Casualty Co. and other accident and health insurance firms are fraught with implications, according to authorities in know. In background are such explosive considerations as socialized medicine and government jurisdiction over firms licensed in various states. Radio-Tv and printed media are caught in middle, according to informed observers.

B•T

GOOD AND BAD • Although Senate Juvenile Delinquency Subcommittee plans more hearings on "crime and horror" tv programming before making special tv report (see pages 9 and 70), subcommittee also expects to take "positive approach" in future. In other words, investigators would take testimony on "good" tv programs, such as *Ding Dong School,* to determine whether they have beneficial effect on conduct of children.

B•T

FCC is confronted with one of its toughest decisions—actions on protest of WINZ Hollywood-Miami against Storer Broadcasting Co. acquisition and operation of WGBS-TV on ch. 23 in Miami area. Question is whether 309 (c) protest rule requires Commission to stay WGBS-TV operation until hearing is held. Because of tremendous headway made by Storer operation, Commission is practically unanimous that operation should not be stopped but is haunted by explicit language of economic protest rule. There's some thought Commission may decide to permit operation to continue and let WINZ go to court.

B•T

CONVERSION • Concerted campaign to convert receivers in greater Miami area for uhf reception has been undertaken by Storer (WGBS-TV, ch. 23). Flat conversion price, capable of picking up chs. 17 and 23, of $29.95 has been made with local service men as against former price of around $60. Project is being exploited through large space advertisements in newspapers as well as spots on WGBS-TV, given free to cooperating service companies. It is estimated by Storer that 65% of sets in greater Miami have been converted. Conversion manager is J. C. Powell.

B•T

WITH NARTB convention planners anticipating all-time records at May meeting, association's staff is being augmented as date looms only three months away. Joining association in promotion role, with emphasis on convention, is Don Frifield, formerly of Pabst and Fairchild. He reports to Joseph M. Sitrick, manager of publicity and information services.

B•T

EXPENSIVE PROOF • Military, in some cases, is refusing to admit radio-tv signal interferences caused by armed forces installations—even when FCC monitors have identified sources. In those cases FCC has had to send engineer to scene—involving some trips of several hundred miles—to prove interference. Suggested solution: Send bill to military to cover FCC expenses when "proof" trip of engineer is involved.

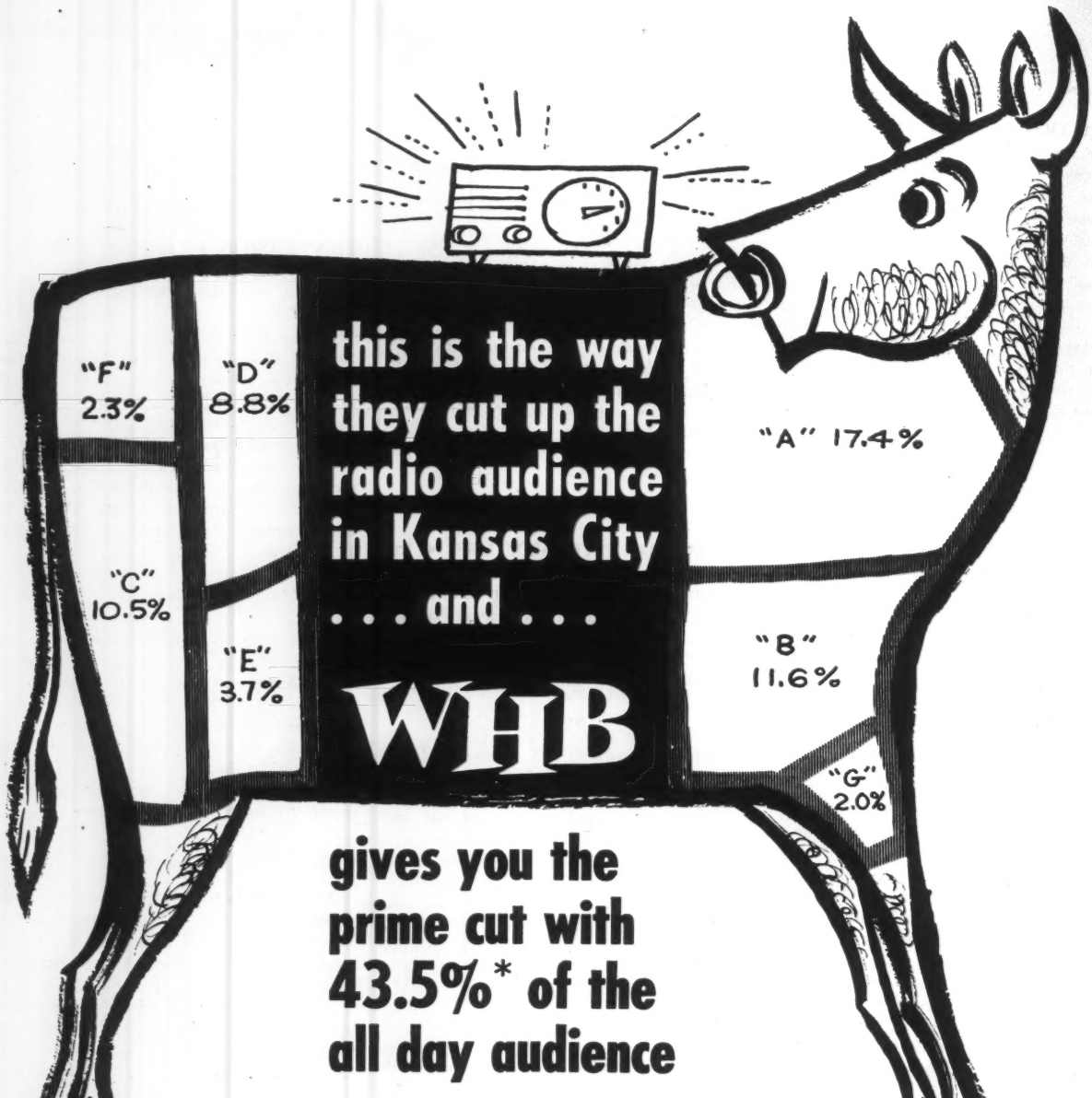
B•T

CANADA DRY, New York, whose representatives for bottlers are currently meeting in New York and other cities to decide media plans, may increase its radio spot budget as result of company's decision to drop Annie Oakley *on television. Canada Dry and bottlers decide on plans market by market. Campaign to be launched in early spring. J. M. Mathes Inc., New York, is agency.*

B•T

FOOTLOOSE HOPE • As sequel to program from Thule Air Force Base in Alaska on NBC-TV last month, comedian Bob Hope is considering similar program from three U. S. naval bases in Mediterranean. Tentative date for airing filmed program is April 6. General Foods, through Young & Rubicam, sponsors Hope shows.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



this is the way they cut up the radio audience in Kansas City . . . and . . .

WHB

gives you the prime cut with 43.5%* of the all day audience

. . . more than twice its nearest competitor. Here in Beef Center, U.S.A., where more than a million beef cattle met their reward in 1954, the *second* biggest occupation is listening to WHB's brand of music, news and ideas. 10,000-watt WHB packs in 43.5%* of the Kansas City audience (all-day average). The second station has only 17.4%, less than half as much.

Thus, WHB dominates this tremendous market with a decisiveness characteristic of the Mid-Continent formula. It happened first in Omaha, next in New Orleans—and now in Kansas City.

Discuss the stakes with John Blair, or WHB General Manager George W. Armstrong.

** HOOPER RADIO INDEX—7 a.m. to 6 p.m., Monday-Friday, Dec. 1954-Jan. 1955*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

WHB
10,000 watts on
710 kilocycles
Kansas City, Missouri

at deadline

Fee Tv Advocates Approve FCC Request for Comment

GENERAL satisfaction voiced by subscription tv proponents at FCC's action Friday eliciting comments on proposed rule-making.

Comdr. E. F. McDonald, Zenith president, stated he was delighted with FCC decision. "This proceeding," Comdr. McDonald said, "will enable those interested to show the Commission and the American public, with a minimum of delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theatres or stadiums.

"If subscription tv is approved by the Commission, it will function as an addition to the regular broadcasting service now available. It will be operated as a parttime service by regular tv stations over existing channels, and will be received by the public over their present tv receivers at a cost which will be a fraction of today's boxoffice prices."

Arthur Levey, Skiatron Electronics & Television Corp. president, called upon FCC to "look the facts in the face and make its own decision" on subscription tv. Coupled with a sharp barb at tv networks, Mr. Levey said FCC's decision "should be welcomed with relief and utmost enthusiasm by all those who have the true interests of the television industry at heart." Asserting "too much time has been lost" in pro-and-con discussion, Mr. Levey said stations and sponsors know of need for toll tv because of "spiraling costs of programs."

Charging that "consistent devotion to the lowest common taste denominator has never paid off" and that broadcasters are losing a vast new audience, Mr. Levey said: "It is time the television networks came off their high horse and started looking at toll-television in the light of some elementary economics."

Paul McNamara, International Telemeter vice president, said he welcomed the FCC notice which "opens the door for full discussion." "We at Telemeter," Mr. McNamara said, "have always favored this broad approach as the proper way of establishing a sound and practical method of pay-as-you-see tv."

Platt Elevated by Kraft To Senior Vice President

JOHN H. PLATT, advertising-public relations vice president of Kraft Foods Co., named senior vice president, broadening activities to overall operations of company, according to President G. C. Pound. Charles G. Wright, formerly sales vice president, becomes vice president in charge of sales and advertising.

In series of promotions, John B. McLaughlin, formerly advertising and sales promotion manager, becomes director of sales and advertising. Tad Jeffery, former assistant to Mr. McLaughlin, becomes advertising manager.

Mr. Platt has been with company since 1919 and has been in charge of advertising since 1924. His experience has included introduction of new products, expansion of sales of established items and development of new advertising and promotion techniques. He was named to Kraft board in 1940 and became vice president and executive committee member in 1945. Mr. Wright joined company in 1929 when Kraft acquired Wright's mayonnaise.

SCHLITZ SEEKS A's

JOS. SCHLITZ BREWING Co. Friday was negotiating for lineup of stations in regional radio coverage of Kansas City Athletics 1955 home and road games. Earlier, Ervine C. Uihlein, Schlitz president, and Arnold Johnson, A's president, announced purchase of exclusive radio rights, plus tv privileges, for about $300,000. It was indicated tv rights may not be exercised this season, though way left open Friday. All regular season and exhibition games will be aired live and direct from ball parks, according to plan. KMBC-TV Kansas City mentioned as possible outlet if tv arrangements should materialize.

Committee Control of Tv Advocated by Rep. Meader

QUESTION of telecasting House committee hearings may become political issue if Democrat-controlled 84th Congress ignores this problem and does not permit Rules Committee action and House vote, Rep. George Meader (R-Mich.) said Thursday.

Rep. Meader, who has submitted proposal (H Res 99) to allow telecasting of open hearings at discretion of committee concerned, said he believes that under current rules House speaker has authority to permit telecasting of both House chamber and committee proceedings. He added:

"I think that radio and television are here to stay. We cannot turn back the clock, and I do not think we can stop the demand of the public for the knowledge of public business they can gain through these instrumentalities any more than King Canute could stop waves from rolling up on the shore."

Rep. Meader said he felt committee members could be trusted to regulate televising of hearings without becoming subject to charges of censoring information about activities.

STEEL REMOTES

U. S. STEEL Corp. plans to originate for first time live remote commercial out of New York with pickup from farm in Lake Geneva, Wis., on *U. S. Steel Hour* over 106 ABC-TV stations Feb. 15. Company spokesmen indicated it may be first in projected series of live remote commercials by firm, which heretofore has done studio live and film spots.

Crew of 21 technicians from New York, Chicago and Pittsburgh will handle remote, with BBDO, U. S. Steel and station officials, including Joseph Baisch, WREX-TV Rockford, Ill., scheduled to attend. WREX-TV will carry show in Lake Geneva area. AT&T will relay telecast by microwave relay from farm to tower in Alden, Ill., then pipe it to Lake Zurich and Chicago and on to New York.

• BUSINESS BRIEFLY

ADMIRAL QUIZ • Admiral Corp., Chicago, buys *Who Said That?* on ABC-TV, Wed., 13 weeks, starting March 2. Approximately 50 stations already cleared. Admiral to alternate with Sheaffer Pen Co. Agency: Russel M. Seeds Co., Chicago, for both accounts.

SAUCE USING RADIO-TV • North American Mushroom Co. (steak sauce), Inley Park, Ill., appoints M. M. Fisher & Assoc., Chicago, to handle advertising and promotion. Radio-tv will be used. Sum of $14,000 appropriated for radio in 1954.

CHEMICAL CAMPAIGN • Davis Chemical Co. (NACO) through St. George & Keyes, N. Y., preparing spot announcement radio campaign in four states: Florida, Georgia and Carolinas.

REMINGTON ON TV • Remington Firearms through BBDO, N. Y., planning one-minute and 20-second films, to be placed before and after live newscasts, starting in September for nine weeks.

CADET SPOTS • Cadet Dog Food, N. Y., through Mann-Ellis there, placing radio spot announcement campaign in 30 Northeast markets starting Feb. 28 for 52 weeks.

SALT RADIO EXPANDED • International Salt, Scranton, Pa., adding 15 markets to its radio spot announcement campaign, effective March 1 for 13 weeks. Scheidler, Beck & Werner, N. Y. is agency.

BIRDSEYE RADIO • Birdseye Fish Sticks and French Fries, New York, moving into Midwest and eastern markets starting late February for four to eight weeks with radio spot announcement campaign. Company started campaign on West Coast late in January. Young & Rubicam, N. Y., is agency.

MENNEN FIGHTS • Mennen Co., Morristown, N. J., signed for alternate week sponsorship of *Professional Boxing* on WABD (TV) New York (Mon., 9-11 p.m. EST), 13 weeks, starting Feb. 21. Agency: McCann-Erickson, N. Y.

Winchell, ABC Not Liable

WALTER WINCHELL and ABC held not liable by New York Supreme Court jury Friday in $800,000 suit. Series of actions had been brought against news commentator and network in fall of 1952 by Sidney Greenberg and Joseph L. Brandt, associated with Cancer Welfare Fund, charging Mr. Winchell with airing false statement against organization.

Among charges was contention Mr. Winchell used word "racketeers" in October 1952 broadcast. Mr. Winchell had contended before court that his references to fund consisted of "fair comment" and "not activated by malice." Trial ran eight days, with judge's charge to jury given Wednesday.

Guild After 'Loony-Tunes'

GUILD FILMS Friday was reported negotiating to buy 191 "Loony-Tunes" cartoon shorts from unidentified seller through William Morris Agency. Deal would mark one of biggest buys of up-to-date movie properties for tv showing.

WKY-TV proudly hoists its record of CONTINUING DOMINANCE!

IN 30 OKLAHOMA COUNTIES (Nov. '54)

AREA PULSE reveals

DAYTIME

WKY-TV wins 41 of 44

average* daytime quarter-hours!

Sta. "B" wins 1 of 44 average* daytime quarter-hours.

WKY-TV wins 158 of 164

night-time** quarter-hours!

Sta. "B" wins 4 of 164 night-time** quarter-hours!

In 30 County Area PULSE* reveals 49 of top 50 shows are on WKY-TV *Nov. '54

In Oklahoma City PULSE* reveals 43 of top 50 shows are on WKY-TV *Oct. 8-14, '54

In Oklahoma City HOOPER* reveals 48 of top 50 shows are on WKY-TV *Oct. 13-19, '54

In Oklahoma City ARB* reveals 48 of top 50 shows are on WKY-TV *Oct. 21-27, '54

	WKY-TV	Sta. "B"
*DAYTIME average quarter-hour rating (7 a.m.-5:45 p.m., Mon. thru Fri.)	10.7	6.1
**NIGHTTIME average quarter-hour rating (6 p.m.-11:45 p.m., Mon. thru Sat., 6 p.m.-10:45 p.m. Sun.)	27.8	14.7

Owned and Operated by
The Oklahoma Publishing Co.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by
The Katz Agency, Inc.

Channel 4
WKY-TV
NBC
ABC
OKLAHOMA CITY
©

The Nation's FIRST COLOR TV STATION

at deadline

New Haven Station Protests NBC WKNB-AM-TV Purchase

PROTEST against NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn., was filed with FCC Friday by ch. 8 WNHC-TV New Haven, Conn., presently affiliated with NBC and other tv networks. WNHC-TV charges transfer application, filed late January, is incomplete and contains insufficient data on stockholders of RCA, parent NBC firm.

Petition also charges proposed relocation of ch. 30 WKNB-TV, CBS affiliate, would result in new city-grade service to New Haven and is improper because move is proposed to meet NBC sale condition and not desire of present owners. Petition contends acquisition of WKNB-TV by NBC would reduce competition, violate duopoly rule through signal overlap with network's WRCA-TV New York and is not in public interest because combined areas include 17 million people, over 10% of U. S.

Citing expected loss of NBC affiliation and new competition in New Haven for national spot advertising as result of purchase, WNHC-TV also pointed to RCA's "extensive history of anti-trust violations" as further reason why hearing should be designated on transfer bid.

Hastings, Neb., Tv Grant Gets Final FCC Approval

FCC gave final approval Friday to tv grant for Hastings, Neb., ch. 5 to Seaton Publishing Co. (KHAS-*Hastings Tribune*), affirming recommendation of examiner last month [B•T, Jan. 10]. Decision was made possible when competing applicant, Strand Amusement Co., withdrew. Seaton Publishing Co., owned by Fred A. and Richard M. Seaton, also owns *Manhattan* (Kan.) *Mercury* (KMAN), *Coffeyville* (Kan.) *Journal* (KGGF), *Winfield* (Kan.) *Courier, Alliance* (Neb.) *Times-Herald, Deadwood* (S. D.) *Pioneer-Times, Lead* (S. D.) *Call, Sheridan* (Wyo.) *Press* and magazine *Western Farm Life* (Denver).

Fred Seaton is administrative assistant-designate to President Eisenhower. He is Assistant Secretary of Defense and former Senator.

Commission also invited comments by March 1 on rule-making proposal by ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio. It proposed to exchange tv channels 45 and 73 between New Castle and Youngstown respectively, and ordered WKST-TV to show cause why its present grant should not be modified to accomplish this.

Petition by WTRI (TV) Albany, which ceased operation Feb. 1, to postpone from Feb. 14 to Feb. 17 oral argument on its objections to sale of WROW-AM-TV Albany to Lowell Thomas and associates was denied.

NCAA Plan Due Feb. 28

PLANS for 1955 football tv coverage under National Collegiate Athletic Assn. program expected to be disclosed Feb. 28, five days after NCAA's Tv Committee meets in Chicago for last draft of program. College members will receive plan for their approval with final acceptance slated for March 10 announcement. NCAA Tv Committee met last week in New York to hear network, agency and other recommendations (see story page 59).

SERVICE CLASSIC

SPECIAL one-time only basketball game between Harlem Globetrotters and Washington Generals will be presented from Great Lakes Naval Training Station March 12 on CBS-TV (3-4:45 p.m. EST) under co-sponsorship of Amana Refrigeration Co., through Maury, Lee & Marshall, New York, and Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago. These advertisers are sponsors of weekly *Big Ten Basketball* series, which ends March 5.

FCC to Explore Shift In Lamb Witness Testimony

COUNSEL for Edward Lamb in WICU (TV) Erie license renewal hearing Friday afternoon offered to stipulate entire testimony of Marie Natvig "is false"—including her retraction Wednesday of her previous story linking Mr. Lamb with communists (story page 62). Offer was rejected by Broadcast Bureau on grounds that since she had changed story and was FCC witness, matter must be properly explored.

Mrs. Natvig, who felt she had done Mr. Lamb "grievous wrong," reviewed circumstances in which she considered ex-FCC counsel Walter Powell had suggested false details of her testimony. Witness admitted typing large portions of her story in FCC offices for Commission guidance before taking stand last fall. She said part of typing was done alone and part in conference with Mr. Powell.

Mrs. Natvig said she turned typed notes over to Lamb counsel to prove sincerity of her Jan. 12 offer to recant. Broadcast Bureau asked that notes be produced today (Monday) when case resumes before Examiner Herbert Sharfman.

Asked how she ever got idea she was once communist, Mrs. Natvig said Mr. Powell told her he had Cleveland police information to that effect and she had at one time attended party gatherings. She said if mere attendance made her communist she guessed she had been one, but recalled expressing uncertainty during earlier appearance.

Witness related she told FBI in Miami during break in her testimony last fall that she wanted to recant. She said she was warned of "dire consequences" of not telling truth and told to "think it over."

UPCOMING

Feb. 14: NARTB Tv Film Committee, Ambassador Hotel, New York.

Feb. 14: NARTB Radio Standards of Practice Committee, Waldorf-Astoria, New York.

Feb. 17: Sen. Bricker's conference on Commerce Committee's Jones report, 10:30 a.m., Capitol, Washington.

Feb. 17-18: NCAA Tv Committee meeting, Chicago.

(For other Upcomings see page 114.)

PEOPLE

MRS. MIRIAM SCHOTT placed as head of newly-created field research department, William H. Weintraub, N. Y. She will direct company's expanded operations in consumer preferences and product testing.

JACK BEATON, account executive since 1947 with John Blair & Co., N. Y., station representatives, joins sales staff of WNEW New York.

HAROLD BROWN and **S. JOSEPH MANSKER** appointed district managers of DuMont Florida Inc., Miami.

ROBERT W. SARNOFF, NBC executive vice president, appointed chairman of National Multiple Sclerosis Society fund raising drive for 1955.

J. PATRICK GALLAGHER, head of special industrial sales for Communication Products Div., Allen B. DuMont Labs, delivered demonstration-talk Friday before members of Southwestern Institute of Radio Engineers, Dallas.

Senate Juvenile Report To Await Further Study

EXPECTED special report on television programming by Senate Juvenile Delinquency Subcommittee will be held up until more hearings and studies are held, Sen. Estes Kefauver (D-Tenn.), chairman, said Friday. James H. Bobo, new chief counsel for subcommittee, said hearings are at least three weeks or month away, because he will need time to evaluate what already has been done in tv and what is needed.

Sen. Kefauver's statement came after publication of alleged portions of report by columnist Drew Pearson, but subcommittee spokesman said this was not reason report was shelved. In his column, Mr. Pearson said that "a copy of the report also was sent to interested networks for their comments and the howl that came back has echoed around Senate committee rooms."

All networks Friday denied Mr. Pearson's statement that they were furnished draft copies of tv report by subcommittee.

Atomic Blast Next Spring To Test Electronic Gear

ATOMIC Energy Commission issuing invitations to media to observe civil defense exercises during spring series of test explosions in Nevada. Tests start in mid-February, with "open-shot" tentatively set for mid-April. Industries of all types to participate in open-shot tests, with 30 electronic manufacturers supplying equipment through Radio-Electronics-Television Manufacturers Assn. Apparatus will be placed around "see-the-blast" area to determine how it holds up under shock, heat and radiation [CLOSED CIRCUIT, Nov. 29, 1954].

Lees From FCC, CAA Head Tall Tower Study

FCC Comr. Robert E. Lee and CAA Administrator F. B. Lee were chosen co-chairmen Friday of special tall tower committee of Air Coordinating Committee at organization meeting in Washington [B•T, Feb. 7]. Comr. Lee replaces Comr. Edward M. Webster as FCC representative on ACC for this purpose.

Special committee was established when top level ACC decided to study an airspace subcommittee's recommendation that tv towers be limited to 1,000-ft. above ground. ACC recommended that special committee report its conclusions in 90 days.

the week in brief

THE BELL RINGS ON PAY TV

FCC calls for comments on toll systems. The two big issues: is it broadcasting—does the commission have jurisdiction? 27

THE RHEINGOLD AD CAMPAIGN

is the subject for discussion at ad luncheon in New York 30

THE 'KANSAS CITY STAR' CASE

Newspaper fights government charge of media monopoly 31

A RADIO HIT TRIES TELEVISION

A 29-year success debuts as a film series 35

MAKING DO WITH NATURAL LIGHT

KPRC-TV newsreel chief tells how he gets dramatic action shots without using artificial light 38

MOVIES ARE BETTER THAN EVER

when you see them on a tv set tuned to WTVN-TV Columbus 42

SIX MORE JOIN VITAPIX

First stockholders' meeting held in New York. Officers re-elected 56

THE TRAINING OF BROADCASTERS

NARTB to form school association to improve schooling for industry ... 58

COMING: BMI RADIO CLINICS

The schedule begins Feb. 23. Many meetings will coincide with state associations 60

NATVIG TAKES IT ALL BACK

Key witness against Ed Lamb recants testimony tying him with Reds, charges FCC 'brainwashed' her 62

CBS PROMISES A FIGHT

Network, affiliates pledge opposition to Plotkin recommendations 68

ANOTHER BLOW IS COMING

The Jones report is due Thursday, two weeks after Plotkin's bombshell 68

McCONNAUGHEY UP FEB. 23

Commerce Committee to hold public hearing on FCC chairman's nomination 70

THE CIO-AFL MERGER

Anti-raiding agreements mean industry won't be affected 78

TIME FOR POLITICS IN CHICAGO

Mayoralty election campaigners put $100,000 into radio-tv 79

A RASH OF PROMOTIONS AT NBC

McAvity named v.p. for television network. Four others named 90

COPYRIGHT DEALINGS IN CANADA

Musical Protective Society asks changes in fees, term 98

NCCJ AWARDS TO RADIO-TV

Fourteen programs cited for goodwill accomplishments 101

departments

Advertisers & Agencies 30	For the Record 106	On All Accounts 24
At Deadline 7	Government 62	Open Mike 18
Awards 101	In Review 14	Our Respects 22
Closed Circuit 5	International 72	Personnel Relations .. 78
Editorial 122	Lead Story 27	Program Services 60
Education 100	Manufacturing 96	Programs & Promotion 103
Feature Section 35	Networks 90	Stations 79
Film 56		Trade Associations ... 58

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence.

EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Cappella. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy, Eleanor Schadi, M. Gwen Moore.

AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE MANAGER
John P. Cosgrove

Robert Deacon, Frank N. Gentile, Joel H. Johnston, Sharleen Kelly, Jean McConnell, William Phillips.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Patricia Kiely
Rocco Famighetti, Selma Gersten, Sally Creley.

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Dorothy Munster

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181
WESTERN NEWS EDITOR: Leo Kovner
TV FILM EDITOR: Marjorie Ann Thomas
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

for the first time,

VHF

covering Florida's West Coast

on the air February 14th

WFLA-TV

NBC-TV BASIC (INTERCONNECTED)

Channel 8

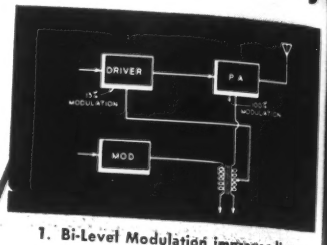
TAMPA
ST. PETERSBURG
FLORIDA

Announces the appointment of

as exclusive National Representative
Effective immediately

BTA-5H! Newest

with 6 Majo

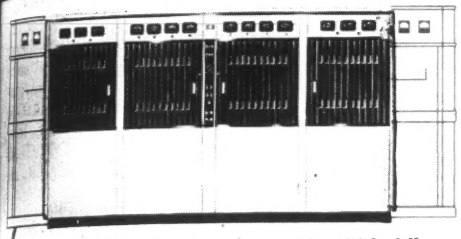


1. Bi-Level Modulation improves linearity and fidelity . . . saves power.

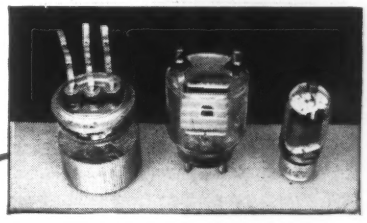
RCA Newest 5 kw AM transmitter, Type BTA-5H. The 10 kw Type BTA-10H is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.

st RCA 5-KW "AM"

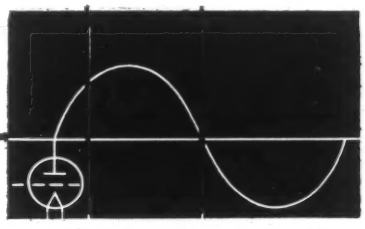
Majo Benefits, Including Bi-Level Modulation



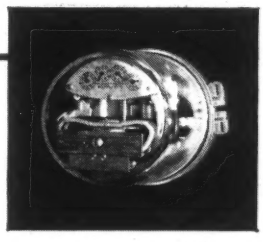
2. Up to 40% less floor area than previous "5 kw's"



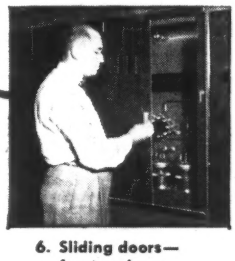
3. Power tube costs reduced



4. 1/60th second arc-back protection



5. Lower power bills



6. Sliding doors—front and rear

Just read these exclusive features . . .

1. Bi-level modulation, accomplished by adding a controlled amount of audio to the r-f driver increases efficiency, reduces power consumption and reduces distortion. Linearity of the power amplifier is greatly improved by varying the drive in proportion to the modulation.

2. BTA-5H requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

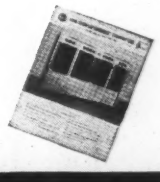
3. BTA-5H is the only "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's."

4. It's the ONLY "5kw" with "split-cycle" overload and voltage protection — using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. BTA-5H holds power bills to the LOWEST in the "5-kw" field through smaller power tubes, fewer stages, fewer tubes (only 23 tubes and 7 different types).

6. BTA-5H is equipped with horizontally-sliding doors front and back. Benefits:

- ✓ Saves over 60 square feet of floor area
- ✓ Provides more elbow room for operator
- ✓ Makes it easier to get at transmitter.



For all the facts about this new 5 kw transmitter . . . call your nearest RCA Sales Representative. Also ask for bulletin B.6535 shown at right.

RCA **RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

SPURRED for ACTION

The Carolina Gamecock is noted for his ability to wield his spurs with maximum effect. WSPA is noted for the sharpness and penetration of its radio spurs which have made it the most listened to station in South Carolina.
WSPA is now celebrating its 25th year of service to the Carolina Piedmont (Spartanburg-Greenville) area.

WSPA's COVERAGE IS TOPS!

In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:

From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

OPEN MIKE

'Sucker Bait'

EDITOR:

. . . A few years ago the movie industry began to awake to the fact that "title song" recordings could bring a lot of free picture publicity through the nation's disc jockeys. The success of this sucker bait has become so great that it is now an obvious fact that movie producers plan title or theme songs specifically designed to take advantage of free advertising via the broadcasting industry.

For example, it is said that the picture "Three Coins in the Fountain" grossed approximately $1,500,000 more than it ordinarily would have because of the popularity of the song. At present rates this would have bought a sizeable chunk of broadcast advertising . . .

Most stations carry some local movie advertising and appreciate getting it, but if they are to continue supporting the "title song" promotions it would behoove the movie producers to show their appreciation on a more equitable basis. Even a per-inquiry timebuyer offers to pay for results.

Verl Bratton
Manager
KVOR Colorado Springs, Colo.

Impact

EDITOR:

Everyone at Orkin was delighted by the wonderful spread you devoted to our story [B•T, Jan. 24].

From the letters we have received from all over the country, we are certainly impressed with the impact your magazine achieves.

Leon R. Robbins Jr.
Advertising Manager
Orkin Exterminating Co.
Atlanta, Ga.

Telecasting Maps

EDITOR:

. . . I was able to put it to use right away . . .

Marjorie C. Scanlan
Kudner Agency Inc.
New York

EDITOR:

. . . I know it will be very useful in all my planning and buying.

Carol H. Sleeper
Geyer Advertising Inc.
New York

EDITOR:

. . . a well prepared and instructive research guide.

Edward A. Fonte, Mgr.
Media Time Buying Div.
Ruthrauff & Ryan Inc.
New York

[EDITOR'S NOTE: TELECASTING maps, suitable for framing, show all tv cities in the U. S. and Canada, each marked with a symbol denoting the number of tv stations it has, and include a list of all tv stations on the air in both countries. They are available from B•T at $1 for single copies, $4.50 for five, $8.50 for 10, $20 for 25, $37.50 for 50 and $70 for 100.]

A 'Beaut'

EDITOR:

The article on the WTVJ (TV) [Miami] network originations [B•T, Jan. 24] was a "beaut."

I have had 3,000 reprints run off and I'm sending these out to our national mailing list. I can say a lot of things but it's always better said in B•T.

Burt Toppan
Promotion Manager
WTVJ (TV) Miami, Fla.

MILESTONES

► WTIC Hartford, Conn., is celebrating its 30th broadcasting birthday.

► WALA Mobile, Ala., has marked 25 years of broadcasting.

► KRCA (TV) Hollywood has started its sixth year of telecasting.

► RADIO version of CBS's *Art Linkletter's House Party* has celebrated its 10th year on the air.

► ABC RADIO'S *Old Fashioned Revival Hour* is beginning its 30th year on the air.

► WTAG Worcester, Mass., has awarded service pins to qualifying staff members. The recipients: JOSEPH DEVEREUX, engineer, 25 years; ELLIOTT BROWNING, chief engineer, 15 years; ROBERT BROWN, commercial manager, 15 years; HELEN ELIAS, assistant program director, 10 years; HAROLD LARSON, engineer, 10 years; RICHARD GRAVEL, local sales manager, 10 years, and DOUGLAS PETERSON and FREDERICK RICKER, engineers, five years.

► WEAV Plattsburg, N. Y., is celebrating its 20th anniversary. GEORGE F. BISSELL is marking his 20th year as president and general manager of the station.

► MILDRED O'DONNELL (Mrs. John W. Jordan), accounting dept., Compton Adv. Agency, New York, is marking her 10th year with the organization.

PHIL ALAMPI, farm and garden editor, WRCA New York, is observing his ninth year of farm and garden broadcasting.

► THE *LONE RANGER*, ABC western series, is marking its 22nd year on the air.

► MARTIN BLOCK, disc m.c., WABC New York and ABC, has celebrated the 20th anniversary of his *Make Believe Ballroom* program.

THE *Cities Service Band of America* is celebrating its 28th anniversary.

MICROPHONE used on the first newscast of Oklahoma Tire & Supply Co. over KVOO Tulsa in 1932, is presented to Maurice Sanditen, the supply company president (l), by W. B. Way, vice president of Southwestern Sales Corp., KVOO licensee, during celebration of the company's 22nd year of advertising on the station. W. G. Skelly (seated), KVOO owner, witnesses the presentation.

THE CRITICS TALK

about that terrific new musical film show

"EDDY ARNOLD TIME"

says Billboard: "'Eddy Arnold Time' shapes up to be one of the highest potential TV film vehicles. There's no doubt that this show will stack up as winner and possibly rank as another Liberace.

"The show follows a definite format with a unique utilization of a music base flavored with a story line. It seems to this reviewer that several innovations production-wise, will prove standard operating procedure for this as well as many other shows using songs and music.

"All in all, the show rates as one of those few which are ideally suited for a million and one sponsors, and this probably is going to be the least of the worries confronting the property."—*Steve Schickel*

says Variety: "This series has a lot of things going for it in the admittedly rugged musical telepix sweepstakes. It marks the telefilm debut of Eddy Arnold, whose name needs little preselling what with his RCA Victor recording sales now at the 30,000,000 level... And while Arnold, and rightly so, is the kingpin, it's more than a singleton effort, as he's aided and abetted by a worthy supporting cast in the person of Betty Johnson, a pert, telegenic lass with pipes to match, the Gordonaires, a real pro vocal quartet, and Hank Garland and Roy Wiggins, guitar specialists . . .

"With host Arnold projecting potently throughout, this project has a folksy appeal that escapes the strict country and western idiom without alienating the c&w fans. It could well be the first big telepix winner bearing the Windy City dateline."—*Dave*

says Janet Kern: "The producers will have the show sponsored and on the air in time to cash in on the mammoth January publicity drive which RCA-Victor is planning in celebration of Eddy's 10th year with them.

"The show may have a good chance to make TV film history of the Liberace sort. Arnold has sold over 30,000,000 records in the 10 years (none of his discs has sold less than 250,000 copies). When he replaced Dinah Shore on TV last year, some of his popularity ratings were higher than Dinah's . . . in fact, there were times he outrated Eddie Fisher, with whom he alternated."
—*Chicago American*

"Eddy Arnold Time" ... a thrilling new half-hour musical film series ...

featuring America's all-time singing favorite, Eddy Arnold . . . supported by a clever, talented cast.

We've Got 'em ... Prices, brochures, audition prints, order blanks! 26 half-hours now in production, ready for January release. Let's hear from you!

WALTER SCHWIMMER CO.

75 East Wacker Dr., Chicago 1, Ill.—FRanklin 2-4392
New York Office: Ted Beil, 16 E. 41st St.—LExington 2-1791
Hollywood Office: Tom Carradine, 5746 Sunset Blvd.—HOllywood 2-4448

"CHAMPIONS
A TV RATINGS

A FIRST RUN, BRAND NEW SERIES OF 26 ONE HOUR FILMS (Shot Specifically for Television) featuring match elimination games between champions of the bowling world for major cash awards. America's top stars under our exclusive contract. This show will build a top rating overnight in any time slot regardless of competition—even the best feature films.

America's No. 1 Sports Show on Film

All-Star Bowlers in the "Championship Bowling" Lineup:

STEVE NAGY (1955 All-Star Singles Champion)
DON CARTER (1954 All-Star Singles Champion)

BILL LILLARD	ED KAWALICS
JUNIE McMAHON	BUZ FAZIO
JOE WILMAN	JOE KRISTOF
BUDDY BOMAR	CARMEN SALVINO
PAUL KRUMSKE	ROBBY ROBINSON

AND OTHERS

IP BOWLING"
SMASH HIT!

Scores Exceptional Ratings in Market after Market

Here's a typical Metropolitan market experience: After 3 weeks on the air in Cincinnati (WKRC-TV) at 1 to 2 P.M. Sundays, "Championship Bowling" comes up with a terrific ARB . . .

WKRC-TV 14.2
Second Station 3.6
Third Station 3.0

Here's a typical small market experience: In South Bend, Ind., where 3 stations come into the market, and against the week's top live sports show (CBS fights) on Wednesday night—this is the "Championship Bowling" Hooper:

WSBT-TV 22.0
Second Station 6.0
Third Station 2.0

"Championship Bowling" also scoring rating "strikes" in 62 other markets including:

WPIX-TV—NEW YORK • WGN-TV—CHICAGO
WFBM-TV—INDIANAPOLIS • KHJ-TV—LOS ANGELES
WDAF-TV—KANSAS CITY • KTRK-TV—HOUSTON
KTVW-TV—SEATTLE-TACOMA • XETV—SAN DIEGO
KFEL-TV—DENVER • WHAM-TV—ROCHESTER
WMIN-TV—MINNEAPOLIS

For descriptive brochure, prices and audition film, write, wire or phone

WALTER SCHWIMMER CO.

75 East Wacker Dr., Chicago 1, Ill.—Franklin 2-4392
New York Office: Ted Beil, 16 E. 41st St.—Lexington 2-1791
Hollywood Office: Tom Corradine, 5746 Sunset Blvd.
Hollywood 2-4448

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
339,600 FAMILIES

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

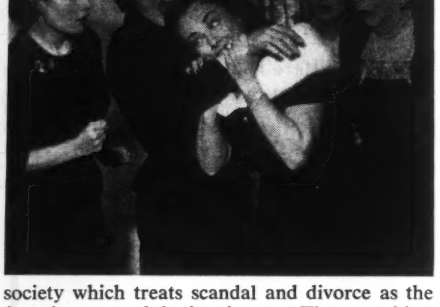
THE WOMEN

NBC-TV Monday night reached into its *Producers Showcase* to display a bejeweled, esthetically scented tv product that no woman could resist and which certainly must have been attractive to even the most cynical among the male audience.

Happily, "The Women," a 90-minute tv adaptation of Clare Boothe Luce's celebrated Broadway play (in 1936) and later a movie box-office hit, pretended to be nothing else but good entertainment. As a result, it's safe to say that more than 37 million people (NBC-TV's estimate) attended this performance, that had the lilt of the legitimate theatre, without leaving their tv sets.

The ingratiating tv play, seen both in color and in black-and-white, was a neat production with no slips showing. An outstanding, all-woman cast was as stunning as the fur wraps, glittering jewelry and lovely gowns which provided the necessary sheen, rustle and swish to the "jungle warfare" of the feline socialites.

The tv storyline stayed close to the original play, a biting satire on the distaff side of high



society which treats scandal and divorce as the favorite meat of the jungle cats. The scratchiest and nastiest of the "cats" is Sylvia (Paulette Goddard). Her victim in the play is Mary (Ruth Hussey). Mary is Mrs. Stephen Haines, a happily married society matron who is nudged headlong into divorce by the gossip of her "friends," particularly by the dagger-tongued Sylvia.

By Act II we are well into the story: Mary has lost her husband to Crystal Allen (Shelley Winters) and is off to Reno for her divorce. So are a few of her friends. There's a bit of tossing around and a hair-pulling episode between Miriam Aarons (Valerie Bettis) and Miss Goddard that ought to keep viewers talking about tv's realism for a long while.

Act III, which brought into focus the tie-up of the plot—and Miss Winters in a bubble bath (the beginning of a parade of tv bathtub beauties?)—simmers into the climactic conclusion in which the former Mrs. Stephen Haines, heretofore above the gal-scratch-gal technique, resorts to a bit of clawing herself to win back her husband and restore peace to the Haines' Park Ave. home.

The versatility of the camera was added to excellent staging and stunning performances of the cast to provide another feather to the bonnets of Ford Motor Co. and RCA as sponsors of standout tv program fare. Plaudits also are in order for the network and its producers and directors, and to Sumner Locke Elliott who adapted the play for video.

With such a combination, working with such a cast, one could guess that NBC-TV "couldn't miss." It didn't.

Production costs: Estimated at $125,000. Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV, Feb. 7, 8-9:30 p.m., EST as one of the Producers' Showcase series, colorcast every fourth Monday.

Adapted for tv by Sumner Locke Elliott from the stage play by Clare Boothe Luce; producer: Fred Coe; guest producer: Max Gordon; director: Vincent Donehue; executive producer: Jack Rayel; associate producer: Bill Nichols; settings: Paul Barnes; costumes: Guy Kent; technical director: Larry Elikann; lighting: Jack Fitzpatrick; make-up: Dick Smith.

Cast: Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt; also Bibi Osterwald, Pat Carroll, Nita Talbot, Paula Laurence and Jada Rowland.

PATTERNS

AT THE TURN of the century, the most popular melodramas dealt with the struggles of the downtrodden working girl, who had only heaven to protect her from the vicissitudes of poverty and the unwanted advances of lecherous employers.

In the past 50 years, more than times have changed and today the power of the unions is such that the working girl is more to be envied than pitied. The object of public compassion—and attention—in today's dramatic successes is the top echelon corporation executive, striving to retain his human decency (as the working girl once strove to retain her honor) in the dog-eat-dog battle of corporation politics.

It is significant that "Patterns," tv drama of executive intrigue which occupied the Jan. 12 *Kraft Television Theatre* hour (9-10 p.m. EST) on NBC-TV, brought such a spate of audience mail and such a unanimity of critical applause that the sponsor revoked the long-standing rule against repeats to bring "Patterns" back last Wednesday.

Significant, and understandable, for "Patterns" is a taut melodrama which pits ruthless strength, personified in Ramsey, head of the company, against faltering decency, exemplified by Sloan, the number three man of the organization. Add virile honesty in the form of young Staples, a newcomer to Executive Row, and the stage is set.

When Staples discovers that instead of being Sloan's assistant he had really been brought in as Sloan's replacement, the play is off at full speed. And when Sloan dies of a heart attack after a tempestuous board meeting scene in which his attempt to defy Ramsey ends in groveling apology, the drama is really mellow. The final scene, when young Staples manages to keep both his honesty and his job, vibrates with excitement that brings intense viewer interest.

Rod Serling, author of the original tv drama, deserves the applause he has received, for his play is well conceived, his characters sharply drawn. Nonetheless, it must be said that it is far from a true picture of the working of big business. Any company with such management would have been bankrupt years ago, or more likely the stockholders would have ousted Ramsey and his gang before that. But if reality had been considered there'd have been no "Patterns" and an hour of good tv entertainment would have been missed.

Credit for the show's success is not the author's alone. Producer-director Fielder Cook moved the drama along at a pace which left the viewer no time to realize how far-fetched it all was. Duane McKinney provided an appropriately over-ornate office background. Richard Kiley, Everett Sloane and Ed Begley brought to full-bodied life the somewhat one-dimensional characters of this modern morality play, and Elizabeth Wilson and Joanna Roos

expertly handled their subordinate feminine roles.

Production costs: Approximately $25,000
Sponsored by Kraft Foods Co. through J. Walter Thompson Co. on NBC-TV, Wed., 9-10 p.m. EST. "Patterns" was the Jan. 12 and Feb. 9 program of the weekly Kraft Television Theatre *series.*
Cast: Richard Kiley, Everett Sloane, Ed Begley, Elizabeth Wilson, Joanna Roos.
Author: Rod Serling.
Producer-Director: Fielder Cook.
Settings: Duane McKinney.
Announcer: Charles Stark.

★ ★ ★

BOOKS

CLEAR CHANNELS: TELEVISION AND THE AMERICAN PEOPLE, by Max Wylie. Funk & Wagnalls Co., N. Y. 408 pp. $4.75.

THE CRITICS who so loudly and frequently attack television as corrupting the nation's youth, degrading the national taste, destroying the national pastime and being responsible for practically all of our national disorders are themselves the target of Mr. Wylie's provocative opus, *Clear Channels.*

Television, he declares, is what it is, not because of any dark, deep plot among tv programmers but simply because the American people are what they are. "Television," he says, "will start feeding nothing but programs for educated people just as soon as the people are ready for them. In the meantime, since we're not there yet, television is offering a number of choices which, in appeal, flavor and decibels, range somewhere between Bert Parks and the symphony."

In a book that ought to be not only read but studied by both the producers and the viewers of tv programs, Mr. Wylie makes an earnest plea to those who want to improve television that they think before they speak and act after they think.

STANDARDS FOR A STRONG AMERICA, American Standards Assn., N. Y. 100 pp. $3.

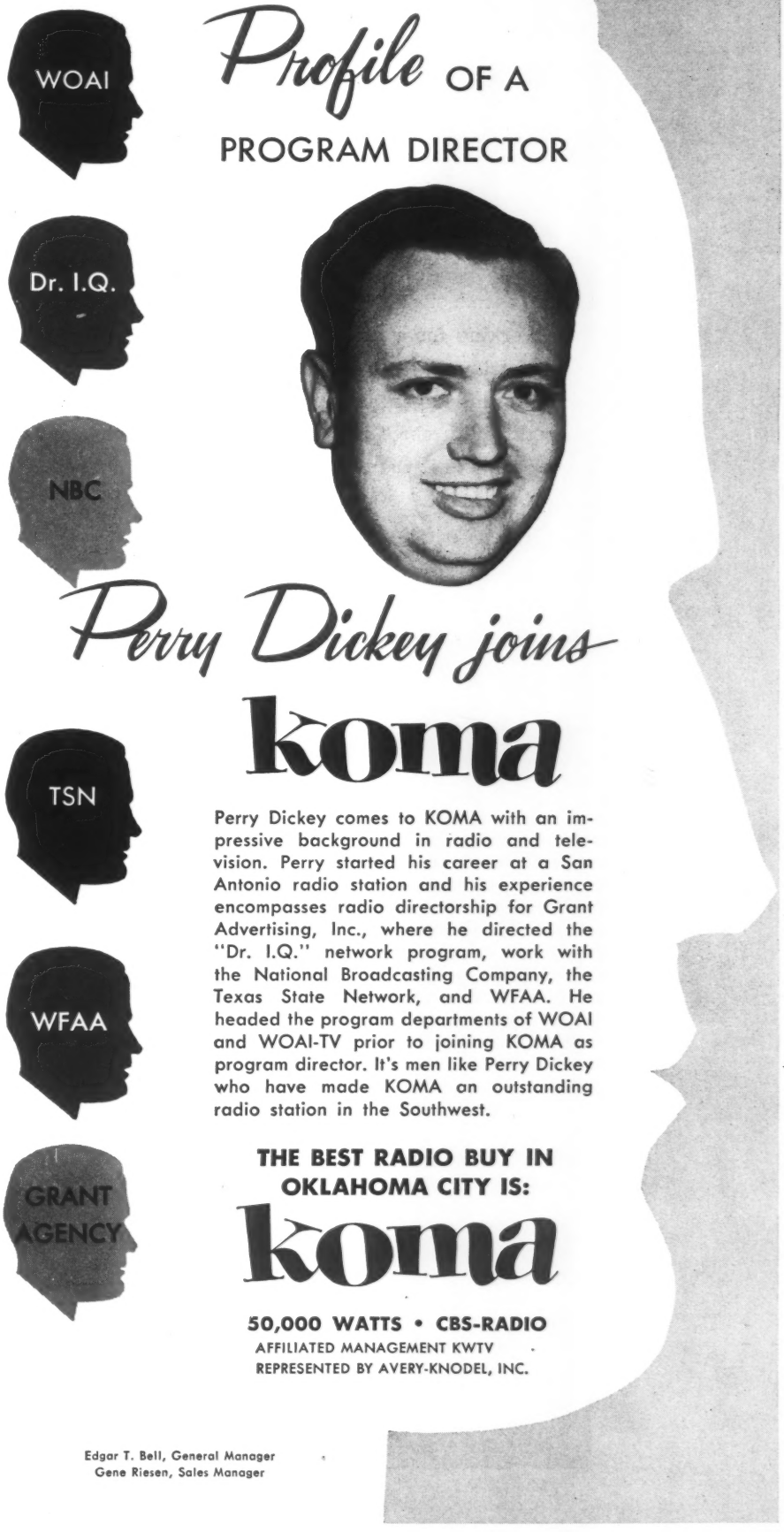
FORTY PAPERS, including two on standards for color tv and their commercial practicability, are contained in this volume, the proceedings of the Fifth National Conference on Standards held last November in New York. Knox McIlwain, chief consulting engineer, Hazeltine Electronics Corp., and J. W. Wentworth, manager of RCA's Tv Terminal Equipment Engineering Group, delivered the papers on color tv.

BBC 1955 HANDBOOK, British Broadcasting Corp., London. 224 pp. Five s. ($0.70).

"AN AUTHORITATIVE work of reference . . . on all matters relating to the BBC and its activities" is how the BBC describes this book, and that appears to be an exact description. The first half of the pocket-size volume is devoted to an explanation of what the BBC is, how it is organized and how it operates. Then comes a review of the past year's activities, including program lists and financial data. The final section contains other pertinent information, such as lists of radio and tv stations, coverage maps, number of radio and tv licenses from 1927 to 1954, etc., concluding with the text of the new BBC charter.

SINGLE SIDEBAND FOR THE RADIO AMATEUR. American Radio Relay League, West Hartford, Conn. 208 pp, $1.50.

IN THIS volume, American Radio Relay League's headquarters staff has digested more than 30 articles on the subject of single sideband transmission and reception first published in *QST,* monthly organ of AARL.


WOAI
Dr. I.Q.
NBC
TSN
WFAA
GRANT AGENCY
Profile OF A
PROGRAM DIRECTOR
Perry Dickey joins
koma
Perry Dickey comes to KOMA with an impressive background in radio and television. Perry started his career at a San Antonio radio station and his experience encompasses radio directorship for Grant Advertising, Inc., where he directed the "Dr. I.Q." network program, work with the National Broadcasting Company, the Texas State Network, and WFAA. He headed the program departments of WOAI and WOAI-TV prior to joining KOMA as program director. It's men like Perry Dickey who have made KOMA an outstanding radio station in the Southwest.
THE BEST RADIO BUY IN OKLAHOMA CITY IS:
koma
50,000 WATTS • CBS-RADIO
AFFILIATED MANAGEMENT KWTV
REPRESENTED BY AVERY-KNODEL, INC.
Edgar T. Bell, General Manager
Gene Riesen, Sales Manager

Want Ad

Once upon a time there was a Brooks-Brothers type promotion manager working for a radio-television station in West Virginia. Late one Monday night in bed he let his copy of *Broadcasting* fall as he ran his fingers through his brush cut. He had a Big Thought. "Eureka," he whispered. "Every ad in the book got more claims in it than a uranium range in Utah. We're going to play it soft."

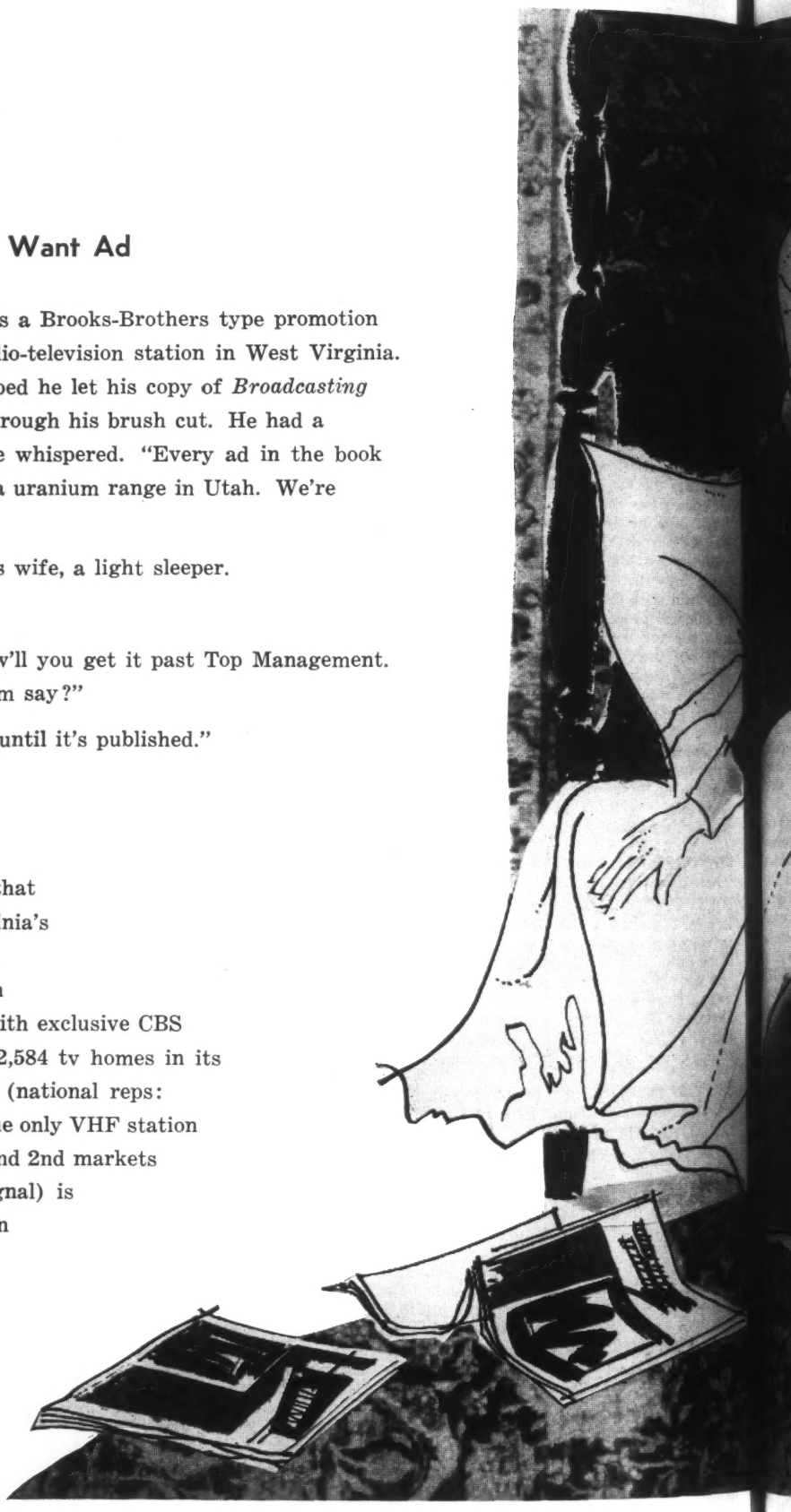
"No claims?" asked his wife, a light sleeper.

"No claims!"

"What'll you say? How'll you get it past Top Management. What'll the men at Branham say?"

"Won't show it to 'em until it's published."

And that's how it happens that
West Virginia's
Charleston
Huntington
Stations, with exclusive CBS tv programming for the 402,584 tv homes in its coverage area (Channel 8) (national reps: The Branham Company) (the only VHF station which covers W. Va.'s 1st and 2nd markets with a Grade A primary signal) is looking for a new promotion man. Know anybody?



Oh what a state we're in!

INDIANA . . . the fastest growing state in the union . . . is DEBT FREE . . . has LEAST unemployement . . . ranks 13th in population . . . is 12th in industry, etc., etc., etc.

and . . .

WSJV-TV ABC - NBC DUMONT

With More Than

250,000 WATTS

Gives you POWERFUL Coverage of

SOUTH BEND-ELKART

And the rich St. Joseph Valley

Indiana's Greatest
RETAIL MARKET*

With MORE than a BILLION DOLLARS in annual Retail Sales. **$1,194,000,000**

FOR MORE FACTS ON

WSJV-TV

AND THIS EXCLUSIVE UHF MARKET WITH MORE THAN 204,103 UHF-TV FAMILIES.

ask your

H-R TELEVISION MAN

WSJV-TV

ELKHART, INDIANA

John F. Dille, Jr., *President*

John J. Keenan, *Commercial Manager*

See Sales Management Survey of Buying Power

our respects

to WALTER ALLISON TIBBALS

IT TOOK Walt Tibbals only one month after joining BBDO to decide "this is where I want my roots." As vice president in charge of West Coast production, almost 13 years later, he continues to meet each agency challenge with the same sure-footed enthusiasm.

Walter Allison Tibbals didn't fall out of the cradle and into BBDO, though. Born in Red Bank, N. J., August 2, 1913, he attended ("and was thrown out of") various prep schools. Instead of taking his scholarship to Rutgers U., he joined Standard Oil Co. of N. J. in 1929 as charter clerk in the marine department. During 1932-34 he worked for several brokerage firms, sold insurance and real estate, opened and closed a N. Y. model agency and sold classified advertising for the *New York American*.

In March 1934 he joined WNEW New York after a friend in his apartment building referred him to the late Martin Sheridan, then advertising manager of Philip Morris, who, in turn, convinced Milton Biow, then president of Biow Co. (now board chairman of Biow-Beirn-Toigo), that young Mr. Tibbals was necessary to the operation of the newly-purchased station. During the hours between 9:30 p.m.-4 a.m. he ran the switchboard, did spot announcements and typed and sent out recipes for a cooking show. A year later he went on daytime, doing fan mail analysis, coverage maps, continuity, announcing, engineering plus sound effects and acting.

Biow used WNEW for talent auditions and Mr. Tibbals got to know Reggie Schuebel, head of the agency's radio department (now head of her own agency). In 1938 she asked him if he'd like to work for Biow. As this was what he had been planning, his answer was "yes."

That spring he joined the radio department and served as production man on Philip Morris programs. From NBC Radio *Philip Morris Program* he progressed to the similar one on CBS Radio and the added duties of timebuyer on such accounts as Postal Telegraph (now defunct), Hills Bros. (Dromedary products) and Sweets Co. of America (Tootsie Rolls). By the end of 1939 he had chalked up service on MBS *What's My Name?* and served as producer-director on the succeeding MBS *Where Am I?* and *Name Three* (Dunhill Cigarettes).

After the agency acquired Eversharp, they bought "a little piece of paper from a guy in Atlanta" out of which came CBS Radio *Take It Or Leave It* with Mr. Tibbals as producer-director.

Leaving Biow in July 1942, he joined BBDO the following month as director on CBS Radio *Bright Horizons* (Lever Bros.). He was then assigned to NBC Radio *Phil Spitalny's Hour of Charm* and, after producing and directing CBS Radio *Fashions in Rations* (Servel), he got into spot announcements with Bob Foreman (now vice president in charge of radio-tv). During 1943-47 the pair made spot announcements for the 62 BBDO clients using spot radio and out of this period came "Chiquita Banana" for United Fruit, "Wildroot Cream Oil Charlie" for Wildroot and "Smoke Kools, Smoke Kools."

As BBDO is the agency for the Republican National Committee, Mr. Tibbals was assigned to travel with candidate Thomas Dewey in the 1948 Presidential campaign. Back from the election wars, he became agency producer on CBS-TV *This Is Show Business* (Lucky Strike) and *Charlie Wild, Private Detective* (Wildroot).

Long enthusiastic about tv—he had done a closed-circuit tv sales meeting for Bulova in 1940 while at Biow—he was put in charge of the audio portion of NBC-TV *Hit Parade* from 1949-51 with time out to travel with Gov. Dewey's re-election retinue.

In the fall of 1952 he hit the road with the Eisenhower Presidential campaign to produce all radio and tv speeches until after the election was won. The end of that year found Mr. Tibbals on his way to California and by February he was settled in BBDO's Hollywood office with the new title of vice president in charge of West Coast production.

As such, he guides the destinies of CBS-TV *General Electric Theatre* (GE); CBS-TV *Jack Benny Show, Private Secretary* (Lucky Strike); CBS-TV *Lassie*, NBC-TV *Dear Phoebe* (Campbell Soup); CBS-TV *George Burns and Gracie Allen* (B. F. Goodrich, alternating); ABC-TV *Cavalcade of America* (duPont); thrice weekly CBS-TV *Art Linkletter* (Lever Bros.); CBS-TV *Bob Crosby* (General Mills); NBC-AM-TV *You Bet Your Life* (De Soto); West Coast regional tv *This Is Your Music* (Pacific Telephone & Telegraph); western regional tv *Waterfront* (Standard Oil Co. of Calif.); 12 western states tv *Eddie Cantor Comedy Theatre* (Burgermeister Beer); ABC Radio West Coast *Burgie Music Box*; and new quarter-hour *Ames Bros.* for Royal Crown Cola on 195 tv stations.

Believing that programming, in which he is particularly concerned, has made the rounds in popularity from quiz to mysteries to situation comedy. Mr. Tibbals believes the next great category will be science fiction. He also looks for daytime tv to really come into its own within the next several years.

Walt and Marjorie Tibbals make their home in Beverly Hills with their 10-year-old daughter. Now that he is a Californian, he has substituted golf for polo and fox hunting. He can also stand up and be counted among the hi-fi addicts. Adhering to the formula, "if you lose your sense of humor, you're dead," he claims perfect health with nary a sign of an ulcer.

How to Snitch a Lady's Purse in Broad Daylight!

There's no hitch . . . it's all very legal . . . and the formula works perfectly.

Around these parts the lady of the house takes it easy at sometime during the afternoon. Pop's at the salt mine, the kids are in school or taking naps, and it's the one special time when she can drop down completely relaxed and become engrossed in her favorite WFAA-TV matinee.

In the middle of it all you aim that commercial at her. In her relaxed and receptive mood she's a sitting duck. There goes her pocketbook . . . mark up another sale for you. It's legalized larceny in broad daylight, and look . . .

You catch thousands just like her with Channel 8. Because **EVERY DAY FROM 12 NOON UNTIL 6 P.M., MONDAY THRU SUNDAY, WFAA-TV HAS MORE AUDIENCE THAN THE OTHER TWO DALLAS-FORT WORTH STATIONS COMBINED.** Check the December Dallas **Telepulse** and see for yourself. You'll see, too, that **WFAA-TV HAS SEVEN OF THE TOP TEN MULTI-WEEKLY SHOWS.** You'll also see sales start moving up if you'll quickly call your Petryman for availabilities that let you reach this double size audience at daytime package rates that cut the cost in half.

Channel **8**

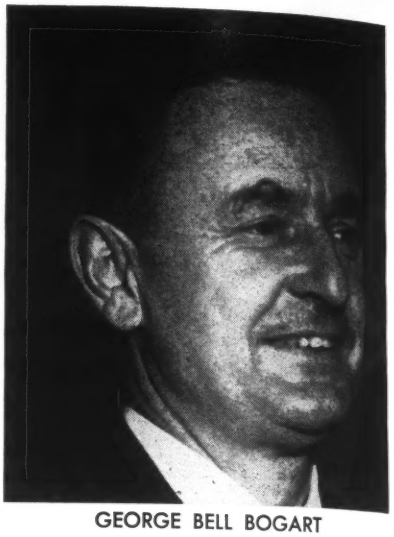
WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

FIRST
IN RADIO!

FIRST
IN TV!

KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



GEORGE BELL BOGART

on all accounts

GEORGE BELL BOGART is a Chicago advertising agency executive who freely admits to an "implicit faith" in the effectiveness of radio. As account supervisor at Calkins & Holden, he has taken many opportunities to boost the medium to the agency's clients.

The Chicago advertising fraternity knows Mr. Bogart best as the creator of the catchy slogan, "What do you want to buy? What do you want to pay? State Street's got it every day." It has been running on Chicago radio stations for the past two and a half years as part of the State Street Council's projected campaign of radio spot announcements for which he made the original presentation in 1952.

In his present capacity Mr. Bogart consults on all accounts of Calkins & Holden's Chicago office, with emphasis on those radio and/or television, including Marshall Field & Co., Berlitz Schools of Languages of America and Stokely-Van Camp (canned foods).

A native of Albany, N. Y. (born June 29, 1904), Mr. Bogart was graduated from Williams College in Williamstown, Mass., in 1926 with a BA degree after attending New York public schools and St. Paul's School in Garden City, L. I.

He spent his early years in department stores (one and a half) with James R. McCreery and (six and a half years) with R. H. Macy & Co. in various merchandising capacities. Then he wanted to see what made advertising tick.

He joined Young & Rubicam in New York, holding successive positions in market research, merchandising and media and working on the account executive staff. After seven year with Y&R, Mr. Bogart engaged in management engineering work with Booz, Fry, Allen & Hamilton.

Returning to the agency field, he became associated with the now defunct Sherman K. Ellis organization, handling McLaughlin's Manor House coffee and working on all phases of the Aunt Jemima account.

In December 1945 he helped organize the J R. Pershall Co. agency as vice president and director. Working with Robert Pershall, he serviced the Commonwealth Edison account for eight and a half years (it no longer is with Pershall). He resigned from Pershall in June 1954 and joined Calkins & Holden.

Mr. Bogart is a founding governor of the AAAA Chicago chapter and current vice chairman of the Chicago AAAA Council. He belongs to the Chicago Federated Advertising Club and Broadcasting Advertising Club.

He married the former Louise Crossley. They have four children—Peter, 16, Jane, 14, Mary Louise, 12, and Elizabeth, 9.

WJNO-TV

"America's Showcase Station"

100,000 watts **CHANNEL 5**

South Florida's *VHF* NBC Primary

for

10 Counties of the Palm Beach Area

200 Network Hours of NBC, CBS & DuMont Monthly!

Participations Available Now in "Today" & "Home"

Base $25.00 each—less discounts.

One of the Lowest Cost Per Thousand Buys in the South!

Call

VENARD, RINTOUL & McCONNELL,

INC.

NEW YORK	CHICAGO	LOS ANGELES	SAN FRANCISCO
MU 8-1088	State 2-5260	Dunhill 8-4151	Garfield 7950

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

Latest Hooper figures are eye-openers. Look how we're liked by the hometown folks in Metropolitan Shreveport—and they represent just 15% of the listeners in our total coverage!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. shows KWKH with 22.3% more daytime listeners than all the other Shreveport stations combined. But cost-per-thousand-homes is 46.4% *less* than the second Shreveport station!

K W K H

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

February 14, 1955 Vol. 48, No. 7

THE PAY-TV BATTLE IS JOINED AS FCC CALLS FOR COMMENTS

IS IT BROADCASTING? IS IT UNDER COMMISSION JURISDICTION?

THE WHOLE CONCEPT of the 34-year-old American system of broadcasting—programs broadcast free to the American public—was opened to what is sure to be a national and months-long debate Friday when the FCC took the long expected step and issued a notice of proposed rule-making on subscription tv.

Potential revision of American broadcast practices, which would permit the broadcast of television signals that could not be received unless paid for by home viewers, is believed certain to involve not only broadcasters and networks, advertisers and agencies, but also theatre owners and producers, sports promoters, educators, radio-tv manufacturers and, undoubtedly, spokesmen for the public.

Here are some of the biggest questions which the Commission raised in its notice last week:

- **Does the FCC have the power to permit, prohibit or regulate subscription tv?**
- **What impact would pay-see television have on advertiser-sponsored television?**
- **What would subscription tv cost the public for equipment, receiver modification and program fees?**
- **What would it cost stations for equipment and modification of existing gear?**
- **Who would produce and distribute subscription programs?**
- **How much time would subscription programs occupy in broadcast schedules?**
- **Should subscription tv be limited to uhf or small market stations?**
- **Who holds patents on subscription devices?**
- **What licensing plans do patent holders propose?**
- **Would pay-see create signal interference with the present system?**
- **Should one pay-see system or more than one be authorized?**
- **How would the public be protected against obsolescence of equipment?**

Inclusion of the legal question came after what was understood to have been a prolonged and sharp internal FCC debate. Some commissioners felt that the FCC's power to act on subscription tv, if in the public interest, was unquestioned.

The notice invited comments on the series of questions by May 9, with replies scheduled for June 9. It said that the FCC would then decide whether further proceedings—including oral hearings and demonstrations—are necessary.

FCC Comr. Frieda B. Hennock, in a separate comment, declared that since hearings would be necessary anyway, the Commission should move at once to designate the subject for oral hearings.

In addition to asking for a discussion of its power to authorize and regulate or prohibit pay-tv, the Commission also asked for expositions on whether subscription tv meets the Communications Act's definition of "broadcasting" and the extent, if any, the Act and rules would have to be amended to permit pay-tv.

Broadcasting is defined in the Communications Act as "the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations."

In the 83d Congress, Rep. Carl Hinshaw (R-Calif.) introduced HR 6431 and last month HR 524, which would place subscription tv in a common carrier category. This would authorize the FCC to regulate rates. Under the term of broadcasting in the Communications Act, the FCC is prohibited from regulating the rates charged by a radio or tv station.

The FCC, in submitting its views on this bill last year to the House Interstate & Foreign Commerce Committee, said it felt that subscription tv could be considered broadcasting if in the Commission's view it was in the public interest to authorize it as such.

Last week's notice would seem to indicate a change of heart by the FCC on this point.

Although the California Republican is considered a foe of pay-tv, other congressmen have spoken up for it. Sen. Andrew F. Schoeppel (R-Kan.) has made his sympathetic views known on several occasions.

Leading the opposition is the theatre-exhibitor formed Joint Committee on Toll Tv. It has presented itself as a rallying point for opponents of subscription tv.

The only others who have expressed their doubts as to pay-tv's feasibility have been Brig. Gen. David Sarnoff, RCA board chairman, and H. W. Slavick, manager of the Scripps-Howard WMCT (TV) Memphis.

In asking for comments on the legal questions, the Commission requested that answers be submitted in brief or memorandum of law form, including clear specifications of provisions of law, rules and regulations and legal precedents relied upon.

Referring to Zenith's substitute petition last November [B•T, Dec. 6, 1954], asking for immediate authorization or a short "paper" hearing, the Commission failed to agree. It said:

"The Commission does not believe that it would be appropriate at this time to authorize subscription television operations on a case-to-case basis as requested. . . . The Commission feels that before it would adopt such a significant change as subscription television the matter

THREE WAYS TO PUT A BOX OFFICE ON TV

BASIC differences among the three leading proponents of subscription tv are in their methods of collecting the fee for clearing up the distorted picture.

Zenith: The leader in the field, Zenith Radio Corp. originally planned to decode the garbled video signal at the home receiver via regular telephone connections, with the charge for the program added to the subscriber's regular telephone bill. However, when the Chicago radio-tv manufacturer submitted its formal petition to the FCC in 1952, it stated that there were a number of other ways by which the decoding and billing could be accomplished. It did not specify the alternative methods.

Skiatron: This company, which holds the rights to Subscriber-Vision, has suggested a punch-card method of decoding and payment. In this system, the viewer would purchase a coded-card (similar to an IBM card) which would be fitted into the decoding machine to unscramble the picture. Subscriber-Vision was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc. is headed by Matthew Fox, who also holds major interests in the motion picture and television film fields (Motion Pictures for Tv Inc.).

Telemeter: International Telemeter Inc. has been experimenting with subscription tv at Palm Springs, Calif. It has keyed its principal on the use of an actual cash box attached to the tv receiver to decode and collect the fee. Similar to the coin-operated gas meters of the early 20th century, Telemeter would have subscribers insert nickels, dimes, quarters and half dollars in the coin-box in order to clarify the picture.

should be considered in a general rule-making proceeding in which all phases of the problem may be afforded . . . careful consideration."

Zenith filed its first petition in 1952.

Last September, Skiatron Tv Inc. also filed a formal petition asking that the Commission authorize its version of pay-tv [B•T, Sept. 20, 1954]. In the Skiatron petition, it was recommended that subscription tv be limited to uhf stations for the first three years. In the years between Zenith's first petition and the Skiatron proposal, a baker's dozen tv stations, mostly uhf, asked the FCC to institute rule-making action on subscription tv. They claimed pay-tv might be the answer to their plight.

All subscription tv systems have certain common techniques. The picture is transmitted in scrambled form over the air and appears on the home screen as a jumble of distorted lines. Home subscribers, through various means of decoding and payment, can unscramble the aberrated picture so that it is as clear and sharp as when receiving a regular telecast.

Various methods of encoding and decoding subscription tv telecasts have been advanced.

For scrambling the picture, an element of the signal is either deleted or added.

Proposed decoding devices, all attached to the home receiver, have been advanced.

Originally, Zenith proposed using telephone lines to feed the decoding impulse to the receiver and also to permit billing. This was called Phonevision. More recently, Zenith has proposed the transmission of the decoding signal over the air, with coded IBM-type punchcards the means by which the home receiver jittered picture is cleared. It now calls its system the Aircode System.

Skiatron Uses Punchcards

The use of punchcards has been the method Skiatron proposed from its inception. It calls its system Subscriber-Vision. This was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc., which bought the rights from the parent company, is headed by Matthew Fox (Motion Pictures for Television and interests in the motion picture field).

How the punchcards are bought and paid for are different for each system, although there are similarities.

A third entry, which is not yet a formal participant before the FCC, is International Telemeter Corp., Hollywood, Calif., 57% owned by Paramount Pictures Corp. Its system, which it calls Telemeter, envisages the use of a coin-box attached to the home receiver. Payment of the required amount, using coins, activates a decoding apparatus which clarifies the distorted picture.

All three protagonists have conducted experimental demonstrations of the technical feasibility of their individual systems. Zenith held a 300-family, 90-day test in Chicago in 1951. Both Zenith and Skiatron experimented in recent years over WOR-TV New York. ITC tested its system on a closed-circuit basis early last year, using its owned community tv system in Palm Springs, Calif.

Proponents of subscription tv hold that it is a supplement to regular, free tv and that it will be used to bring to the public major events, first run movies and other "quality" programs not now available on commercial tv. Originally, Zenith premised its advocacy of pay-tv on the ground that tv could not be a commercial success solely under advertising sponsorship.

The FCC summed up the supporters' arguments in these words in its notice last week:

"The petitions presently before the Commission urge the authorization of a subscription television service. The petitioners submit that subscription television would open new vistas of entertainment and information to the industry by making available to the viewing audience programs that could not otherwise be broadcast by the various stations in light of operating economics or program restrictions. They urge that the quality of programs that would become available under subscription television would enable uhf stations and non-network stations to compete with vhf stations and network affiliates for a larger share of the television audience. The petitioners submit that where uhf stations can present high quality programs, through the medium of subscription television, uhf set conversions would follow as a matter of course, thereby strengthening the status of the uhf. The petitioners allege that field tests of the various subscription television systems conducted during the past several years demonstrate that a subscription television service is both technically feasible and practicable; that such a service would not conflict with the present system of television broadcasting, and that a majority of the public would be willing to make direct payments of reasonable charges for the privilege of receiving high quality television programs of a type not currently available. In addition, some of the petitions presently before us urge that subscription television be limited for a time to uhf operations, or that they be limited to small markets.

Following are the questions asked by the FCC in its Notice of Rule-Making on subscription tv, issued Friday:

I

Questions of Law

A. Whether the Commission has the authority under the Communications Act of 1934, as amended, to authorize and regulate subscription television operations.

B. Whether subscription television constitutes "broadcasting" within the meaning of section 3 (o) of the Communications Act of 1934, as amended; and if it is not "broadcasting," whether subscription television constitutes a common carrier or other type of service, and whether the Commission has the authority to permit subscription television to employ channels assigned to television broadcasting.

C. If, under the Communications Act of 1934, as amended, the Commission does not have the authority to authorize and regulate subscription television, what amendments to the Act would be required in order to permit the Commission to authorize and regulate such a service?

D. What rules and regulations of the Commission would have to be amended in order to permit the Commission to authorize and regulate subscription television operations?

(Comments with respect to the foregoing questions of law should be submitted in the form of a brief or memorandum of law and should specify with clarity the provisions of law and legal precedents relied upon for authority.)

II

Questions of Fact

Information and data should be submitted with respect to the following matters:

A. Technical data relating to the operation of proposed subscription television systems, including information as to the complexity and the dependability of the equipment to be employed in the systems proposed.

B. The extent, if any, of the degradation to the quality and character of the primary broadcast service, either monochrome or color, that would result from subscription television operations, as well as any interference that would be caused by such operations to other stations on the same channel, adjacent channels, or other pertinent frequencies. Information should be included relating to any adverse effect that would be caused to receivers now in the hands of the public by subscription television operations.

C. Data relating to the cost of equipment, including the cost of necessary modification of existing transmitters and receivers for subscription television operations.

D. Data with respect to the cost of the proposed subscription television service to the viewing audience.

E. Information with respect to the means, methods and organization to be employed by the proponents of subscription television systems in their use of the television broadcast frequencies, including complete information with respect to the plans and proposals of interested persons who intend to engage in subscription television operations.

F. Information with respect to the needs of the television broadcasting industry for additional revenue and program resources that would become available through the medium of subscription television.

G. Information relating to the extent that certain information, events and entertainment are now unavailable to the public over existing television broadcast facilities including the current trends in this respect, as well as the anticipated capacity of subscription television to increase the use of television broadcast frequencies as a medium for bringing such material to the public.

H. Information relating to the anticipated nature and extent of the use of time on commercial television stations by subscription television operators.

I. Information relating to the length of time anticipated to be required for establishing subscription television in existing markets.

J. Information indicating who controls the patents on the devices to be used in transmitting and receiving equipment for subscription television; and information with respect to the arrangements that will be employed for the licensing of such patents for the competitive manufacture of subscription tv equipment.

K. Information disclosing the role to be played by the motion picture industry in subscription television.

L. Information disclosing the role to be played by the networks in subscription tv.

M. Information indicating who will control the production and distribution of programs

PAPER HEARING

DEFENSE of Zenith Radio Corp. request that the FCC authorize subscription tv without a hearing or with a simple, quick paper hearing as being within terms of Adminstrative Procedures Act was made by Washington attorneys W. Theodore Pierson and Philip G. Loucks in a letter to the FCC last week.

Both attorneys said their letter was impelled by an inference drawn from the letter of Harold Fellows, NARTB president, to the Commission early last month recommending that the Commission hold a full inquiry into the subject of pay-tv [B•T, Jan. 10].

Mr. Pierson represents Zenith in the subscription tv matter; Mr. Loucks, Teco Inc., Zenith-sponsored programming organization.

to be employed in subscription television operations.

N. Information indicating the types of programs that will be available for transmission on subscription television.

III

Questions and issues relating to public interest considerations to determine:

A. Whether the authorization of subscription television and its regulation by the Commission would "generally encourage the larger and more effective use of radio in the public interest" within the meaning of Section 303 (g) of the Communications Act of 1934, as amended.

B. The impact that subscription television will have on advertiser-sponsored broadcasting.

C. The effect that subscription television will have on the broadcast of news and the dissemination of diverse views on controversial issues; as well as the safeguards, if any, that will be required in order to insure that the broadcast of such information will continue to be available to the public without charge.

D. The safeguards, if any, which would be necessary to insure that the public in all areas of the country will continue to be provided with well-balanced programming without charge.

E. The safeguards, if any, that would be necessary to prevent the possible monopolistic control of subscription television operations.

F. The means that should be provided, if any, to insure that subscription television service will be available to all stations on a non-discriminatory basis.

G. The nature and extent of regulation required in order to insure that the public interest would be served, both during the early stages of subscription television operations, and after the system has been established, particularly with respect to:

1. Whether subscription television operations should be limited to a single system, or whether general standards should be provided within which a number of systems can operate.

2. Whether subscription television transmissions should be limited as to the number of hours or the segment of the broadcast day; whether such operations should be permitted on more than one station in a community; whether such operations should be limited in communities with only one station in operation; etc.

3. Whether subscription television should be limited only to uhf stations, or to stations in small markets.

4. The rules, if any, that would be required to insure that the public would be protected from possible injury due to obsolescense of subscription television equipment.

5. Any other amendments of the rules and regulations that would be required to permit the operation of a subscription television service.

10. Any interested party desiring to file written comments with respect to the above matters should submit such comments on or before May 9, 1955. Comments in reply to the original comments should be filed on or before June 9, 1955. In accordance with the provisions of Section 1.764 of the Rules, an original and 14 copies of all comments shall be furnished to the Commission. The Commssion will specify in subsequent notices such further proceedings as may be necessary, including oral hearing and the time and nature of any demonstrations or tests.

FEDERAL COMMUNICATIONS COMMISSION

Mary Jane Morris
Secretary

PAY-SEE TV: CURSE OR BLESSING

AGAINST . . .

IF FCC sanctions subscription tv, the control of all tv broadcasting and receiving will be turned over to a handful of patent holders, Harold Wolff, public relations counsel for The Joint Committee on Toll Tv, charged Tuesday in his first address as JCTT spokesman.

Mr. Wolff, speaking at the Chase Hotel in St. Louis at the Allied States Theatre Assn.'s second annual drive-in convention, asserted that if FCC gives a green light to toll tv, "the stage would be set for a giant grab of the public domain which would lead to a $10 billion-a-year combine tying Hollywood, Broadway, sports and television together in a powerful monopoly."

This domination, Mr. Wolff declared, would allow "total and totalitarian control" of everything in the tv-entertainment-film-sports fields.

Mr. Wolff warned that proponents of toll tv already have mustered powerful support in their favor. He scored "the campaign to sell the idea of subscription television to the American public, to Congress and to the FCC," as "one of the most successful public relations campaigns we have ever seen—well conceived, heavily financed and skillfully executed."

Mr. Wolff charged proponents of subscription tv with having "won over to their side" a list of prominent people in various fields, listing them in this manner:

"Important producers—Goldwyn and DeMille; top performers—Ralph Bellamy, president of Actors Equity; advertising agencies—William Lewis, president of Kenyon & Echhardt; Congressmen—Sen. Schoeppel; college professors—John T. Rule of M.I.T.; technical organizations—Herbert Barnett, president of the Society of Motion Picture & Television Engineers, and sports leaders—Abe Green, commissioner of the National Boxing Assn., Branch Rickey and Walter O'Malley.

"They have enlisted the support of men likely to influence the FCC—James Landis, Telford Taylor and Wayne Coy, and are reported to have at least two members of the Commission converted to their case." (Mr. Wolff did not identify the two FCC members.)

He also asserted that toll tv proponents have influenced in more than two years a wide segment of "prominent movie, radio and tv columnists, as well as feature and business writers on major papers and wire services" and various national magazines.

Mr. Wolff charged that the proponents have not presented all the facts before the public because it [pay-tv] would render obsolete every existing tv set.

Mr. Wolff said that the subscription tv argument that toll tv can exist together with commercial tv is faulty, particularly on the matter of reducing the costs to the advertiser: "How can splitting the audience, which they [proponents] promise they can do, make the cost of a program any less? Can they answer that one in detail and on the nose?"

He also asked as to what plans the proponents would make to clear the "not easily arrived-at arrangements with the unions." He said long-range agreements now existent, unless revised, would make it impossible to deliver first-run Hollywood features on tv today. His questions: Do subscription tv proponents now have agreements with the various unions, particularly the musicians' union, and if not, will the "gadgets" be sold first and then efforts made to work out agreements with unions?

Mr. Wolff also said he was uncertain as to what toll tv adherents propose the "great electronics industry do while they are juggling gadgets and programming and financing."

FOR . . .

CITING the benefits to the public and the entire entertainment industry that will be created by home subscription television, the National Theatre Arts Council Friday urged the FCC to authorize commercial operation of subscription tv at the earliest possible moment.

"Home subscription tv will add a new dimension to the entertainment scene which will double or triple productive activity in both Hollywood and New York," Byron Bentley, president of the National Theatre Arts Council, said in a letter to George C. McConnaughey, FCC chairman. "It will greatly expand the employment horizons of writers, composers, actors, directors, musicians, dancers, singers, designers and all those who contribute to the creative side of our entertainment."

"Moreover," he continued, "it will make available to millions of Americans entertainment which they have never before been able to see in their own homes—complete Broadway plays, the latest films, the nations great opera companies, etc.—and at only a fraction of the cost of seeing them outside their homes."

Mr. Bentley said that subscription tv will give Broadway producers, for the first time, an opportunity to benefit from the mechanical syndication of their own creative efforts.

"Instead of seeing their work given national distribution almost exclusively through movie theatres," he said, "they will be able to put their plays directly into the nation's homes for the enjoyment of millions who can never otherwise see a Broadway play."

Subscription tv will bring enoromous benefits to film producers, he said, by creating a far greater demand for their product and vast expansion of their box office through an efficient system of distribution direct to the homes.

Mr. Bentley denounced the efforts of motion picture theatre exhibitors to throttle home subscription tv before the public has had an opportunity to sample it. He called movie exhibitors "the only ones concerned with our entertainment industry who create nothing, who live on the creativity of others." He charged that movie exhibitors are trying, for their own selfish benefit, to limit the creative potential of all stage and film producers, by permitting them no outlet but movie theatres.

"On the other hand," he said, "home subscription tv stands ready to play a revolutionary role in the economic health of the entertainment industry."

Mr. Bentley urged the FCC to see that the interests of the public, and of the varied creative talents on which our entertainment industry is based, be served rather than those of a "small group intent on either monopolizing or strangling one of our great fountain heads of entertainment."

HOW MISS RHEINGOLD SELLS BEER

Advertising Women of New York hear of outstanding record compiled by brewery's promotion over 15 years.

"SPECTACULAR successes" was the theme of the Advertising Women of New York's luncheon held Thursday at the Sheraton-Astor.

William C. Matthews, vice president and account executive, Foote, Cone & Belding, told the group that Rheingold and the "Miss Rheingold" 15-year record of successful salesmanship on behalf of Rheingold Extra Dry beer resulted in the firm's sales record breaking the previous year's sales records and that of each preceding year—ever since the beer was introduced in 1938.

He asserted there was only one election in the country that draws more ballots than the Miss Rheingold election—and that's the presidential. The recent election for Miss Rheingold polled over 23 million votes.

He said this "pretty girl" concept is brought home to the public by over seven billion advertising impressions during the year through all means of advertising media.

In addition to the advertising method being a "spectacular advertising success," it also has changed the whole pattern of selling beer, Mr. Matthews said. Beer has moved from the tavern to the home and is purchased mostly in packages rather than as draught, as it had been in former years. Another factor is the rise of women in the role of family buying agent and consumer, he said.

Valentino Sarra, head of his own commercial photography firm, Sarra Inc., spoke about the cost of television. He said that television continually is costing more and more, partly because of increased union costs, and that subsequently his tv commercial products were increasing in cost also.

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

Feb. 17 (8:30-9:30 p.m.): ***Shower of Stars,*** "That's Life," Chrysler Corp. through McCann-Erickson.

March 2 (10-11 p.m.): ***Best of Broadway,*** "The Guardsman," Westinghouse Electric Co. through McCann-Erickson.

March 6 (7:30-8 p.m.): ***Jack Benny Show,*** American Tobacco Co. through BBDO.

March 17 (8:30-9:30 p.m.): ***Shower of Stars,*** Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 16 (7-7:30 p.m.) and every Wednesday: ***Norby,*** Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 23 (9-10 p.m.): ***Kraft Theatre,*** "Emperor Jones," Kraft Foods Co. through J. Walter Thompson Co.

Feb. 27 (7:30-9 p.m.): ***Max Liebman Presents*** "Big Time," Reynolds Metal Co. through Clinton E. Frank Inc.

March 7 (7:30-9:30 p.m.): ***Producer's Showcase,*** "Peter Pan," Ford Motor Co. and RCA through Kenyon & Eckhardt.

March 12 (9-10:30 p.m.): ***Max Liebman Presents,*** Oldsmobile Division of General Motors Corp. through D. P. Brother & Co.

March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co. and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

McKesson & Robbins Tie-in Plan Offered

PLAN was offered last week by NBC Radio to manufacturers of products sold in drug stores under which they could cooperate with McKesson & Robbins in sponsorship of two NBC shows and share in the M & R national merchandising services.

Details of the "Red Carpet Plan" were announced last week by Ted Cott, operating vice president of NBC Radio, who set up arrangements in conjunction with Herman Nolen, executive vice president of McKesson & Robbins. The plan requires a manufacturer to cooperate with M & R in the sponsorship of two "low-cost" shows—*The Doctor's Wife* (Mon.-Fri., 10:30-10:45 a.m. EST) and *The Great Gildersleeve* (Sun-Thurs., 10:15-10:30 p.m. EST).

The advertiser, Mr. Cott said, will benefit from merchandising and selling services of McKesson & Robbins. These will include cooperation from M & R's 1,200 salesmen, who will carry special promotional material detailing the plan and describing the manufacturer's participation; product tie-in and advertising with the wholesaler's institutional drug advertising; requests from McKesson's 300 telephone sales girls to dealers to display and push the plan and the advertiser's products.

NBC will devote a minimum of two participations per week to the druggists of America, emphasizing their vital services to the community and urging the public to patronize them. Of the 30 participations per week available under the plan, 18 will be offered to prospective "Red Carpet Plan" advertisers. In order to participate, the advertiser must purchase a minimum of three commercials per week for 13 weeks.

Cost of the "Red Carpet Plan," according to Mr. Cott, runs as low as $1.10 per 1,000 impressions, with a typical weekly schedule of two morning and one evening participations, averaging only $7,500 per week.

Four Companies Arrange Sponsorship on ABC Radio

COMPLETION of four sales by ABC Radio was announced last week by Charles P. Ayres, vice president in charge of ABC Radio.

The sales are: San Francisco Brewing Corp. (Burgermeister Beer), through BBDO, San Francisco, for *Burgie Music Box* (Mon.-Fri., 9-9:30 p.m.) on ABC Radio stations in the Mountain and Pacific Coast states, starting Feb. 14; Rexall Drug Co., Los Angeles, through BBDO, New York, for half-sponsorship of *Modern Romances* (11-11:15 a.m. EST) on Feb. 15 and 17 only; Eugene Stevens Inc., New York, through Friend, Krieger & Rader Inc., New York, for *How to Save Money on Your Car* on March 6 only (6-6:15 p.m. and 9:15-9:30 p.m. EST), and *Changing Times* magazine, Washington, through Albert Frank-Guenther Law, New York, (6-6:15 p.m. and 9:15-9:30 p.m. EST) on Feb. 13, 20 and 27 and March 13, 20 and 27 only.

Nance Starts Adv. Week With 4 Tv Network Speech

BENEFITS of advertising will be recounted by James J. Nance, president of Studebaker-Packard Corp., in an address on the four tv networks kicking off Advertising Week Feb. 13-19.

MR. NANCE

The industrial leader will keynote the television industry's salute to advertising in activities being sponsored by the American Advertising Federation.

J. L. Van Volkenburg, president of CBS-TV and chairman of Advertising Week, said Mr. Nance will trace the relationship between advertising and advertising media, including radio-tv, as forces in American life.

Salutes will be pinpointed locally in panel programs by individual stations, with industry leaders discussing advertising benefits to the community and area. Time and program makeup in each city were not announced as of early last week.

Falstaff Buys 'Game of Week' On CBS-TV for 1955 Season

FALSTAFF Brewing Corp. has announced its signing with CBS-TV for the 1955 series of *Game of the Week* baseball telecasts, beginning with the Giants-Indians spring-training contest April 2 in Dallas. This is the third year that Falstaff has sponsored the series which was previously seen on ABC-TV.

The series, featuring sportscasters Dizzy Dean and Buddy Blattner, includes 26 Saturday afternoon games in both major leagues and is to be televised nationally excluding major league cities and those minor league cities where the local baseball team is playing at the same time.

Fifth Inside Adv. Week Slated for April 17-22

FIFTH annual Inside Advertising Week, sponsored by Assn. of Advertising Men and Women, New York, will be observed April 17-22, according to Edgar V. Hall, McGraw-Hill Publishing Co., general chairman for the event. Honorary chairman is Charles C. Green, managing director, Advertising Club of New York.

Hotel Biltmore, New York, will be headquarters for Inside Advertising Week.

The week is designed to introduce college advertising seniors to advertising's behind-the-scenes operations. Leading companies, service organizations and advertising clubs cooperate with AAM&W in instructing and entertaining the students during the week of lectures, tours, lunches, dinners and conferences.

Movie Tie-In

OLYMPIC Radio & Television Inc., New York, set manufacturer, is ready to launch an advertising-promotion campaign on local radio-tv and in newspapers in 50 key markets, tying in with the premiere of Columbia Pictures' film, "The Long Gray Line," in each of the cities.

Dealers will utilize a cooperative advertising budget on radio and television and in newspapers in a promotion jointly sponsored by Olympic and Columbia Pictures, and centered on a contest on the moviegoer's favorite West Point hero. The contest also will be promoted in motion picture theater trailers, lobby displays and in dealers' stores. Contest winners in each area will receive an Olympic tv set and will appear on local radio stations.

Harper Says Sales Benefit Through Proper Agency Use

"ARE YOU getting full use of your advertising agency?" was discussed by Marion Harper Jr., president of McCann-Erickson Inc., at a Wednesday meeting of the American Management Assn. Marketing Conference held Monday through Wednesday at the Hotel Statler, New York. Mr. Harper's talk pointed up various ways in which companies maximize their use of an agency and gain extra benefits in their selling programs.

MR. HARPER

Mr. Harper noted the increase of advertising in all media since 1940. Between 1940 and 1954 annual radio advertising expenditures have almost tripled, he said, and "television advertising—which was barely a gleam in the broadcaster's eye in 1940—will absorb an advertisers' investment of over $1 billion in 1955 alone."

Feb. 19 AAAA Test Date

MOST MIDWESTERN universities have set Feb. 19 for the 1955 advertising aptitude tests conducted by regional and local AAAA groups throughout the country, it was reported last week. Exceptions are U. of Iowa (Feb. 18) and Washington U., St. Louis (Feb. 5 and 12). Tests will be given students at the following universities: Indiana, Marquette, Northwestern, Illinois, Notre Dame, Wisconsin, Minnesota, Butler, and Loyola of The South (New Orleans).

Parliament Ads Planned

PARLIAMENT cigarettes, made by Philip Morris & Co., New York, has set an extensive national advertising support for 1955 which includes 25-second commercials at the close of each *Public Defender* telecast on CBS-TV in 67 retail sales markets, plus magazines, newspapers and car cards. Benton & Bowles, New York, is the agency.

'STAR' DEFENDS RIGHT TO SET AD STANDARDS

Kansas City paper fights monopoly charges, declares combination rates are common practice.

NEWSPAPERS are not public utilities and can set their own news and advertising standards, defense spokesmen for the *Kansas City Star* stated last week as the federal district court anti-trust case against the newspaper entered the fourth week. In opening the defense, Elton L. Marshall, *Star* attorney, conceded the *Star* had a combination rate, a prevailing newspaper practice, but said it had stopped back in 1937 the practice of giving a 25% discount to *Star* advertisers buying time on the commonly-owned WDAF.

The *Star* is being heard on criminal anti-trust charges of monopoly in the dissemination of news and advertising in its four-county home area. Answering a government statement that 96% of homes in metropolitan Kansas City receive the *Times* and/or *Star*, the defense pointed out that subscribers do this "voluntarily."

Newspapers have combination morning-evening rates in 188 large cities, according to the defense. Raymond A. Barrows, *Star* secretary and first defense witness, testified the local and national rates are among the lowest in the nation.

Government testimony by Tom L. Evans, chairman of the KCMO Kansas City executive committee and former president of Crown Drug Co., brought out that the late Earl McCollum, *Star* treasurer, had told him, "We are going to put you out of the radio business." Mr. Evans testified the *Star* gave less space to program listings of KCMO, but increased the space when he complained to the FCC.

Recalling alleged pressures against Crown's use of competitive newspaper space, Mr. Evans testified relations with the *Star* have been satisfactory since he discussed the problem with Roy A. Roberts, then *Star* managing editor.

In cross examination Wednesday Mr. Barrows was questioned about what the government termed forced combination subscription rates for home delivery of the *Star* and morning *Times*. Mr. Barrows explained the combination service gave subscribers 24-hour news coverage. He was cross-examined on the relation between both advertising and subscription rates and newspaper operating costs.

Ad Budgets Not Adequate For U. S. Progress, Says Foote

ADVERTISING budgets are too low on a national average, Emerson Foote, executive vice president of McCann-Erickson, New York, told a joint meeting of the Los Angeles Sales Executives Club and Food Industries Sales Managers Club. He described as "insufficient for industrial, economic and social progress" the ratio between the country's estimated gross national product of $367 billion this year and expected $8.5 billion national advertising total.

"Underspending on advertising is far more likely to occur, and is far more dangerous, than overspending," he elaborated. "Management men who determine budgets should give more thought to how much they can spend for advertising, rather than how little. It has been my observation and experience that budget determination by advertisers, in general, is the least scientific of all the basic areas of advertising activities."

Mr. Foote predicted the U. S. will not reach President Eisenhower's anticipated $500 billion level of gross national product unless the nation is willing to apply close to $15 billion to advertising.

Bell Buys Ill. Cage Playoffs

NINE-station regional network will be setup for coverage of the Illinois State High School Basketball Tournament finals in Champaign March 19, it has been announced by ABC Central Div. Illinois Bell Telephone Co. will sponsor the telecasts for the fourth consecutive year, with WBKB (TV) Chicago feeding these Illinois stations: WCIA (TV) Champaign, WDAN-TV Danville, WHBF-TV Rock Island, WTVP (TV) Decatur, WICS (TV) Springfield, WGEM-TV Quincy, WTVO (TV) Rockford and WEEK-TV Peoria. Contract was placed through N. W. Ayer & Son Inc.

LATEST RATINGS

NIELSEN

Two Weeks Ending Jan. 8, 1955 (Radio)

Rank	Program	Homes (000)
Evening, Once-A-Week (Average for all Programs)		(1,146)
1.	Jack Benny Show (CBS)	2,981
2.	Lux Radio Theatre (NBC)	2,568
3.	People Are Funny (Mars) (NBC)	2,476
4.	People Are Funny (Toni) (NBC)	2,476
5.	You Bet Your Life (NBC)	2,476
6.	Dragnet (NBC)	2,385
7.	Our Miss Brooks (Toni) (CBS)	2,339
8.	Our Miss Brooks (Amer. Home) (CBS)	2,247
9.	Bergen & McCarthy (CBS)	2,155
10.	My Little Margie (CBS)	2,110
Evening, Multi-Weekly (Average for all Programs)		(963)
1.	News of the World (NBC)	1,834
2.	Lowell Thomas (CBS)	1,789
3.	One Man's Family (NBC)	1,743
Weekday (Average for all Programs)		(1,605)
1.	Stella Dallas (Toni) (NBC)	2,568
2.	Young Widder Brown (Toni) (NBC)	2,568
3.	Ma Perkins (CBS)	2,476
4.	Arthur Godfrey (Kellogg) (CBS)	2,431
5.	Helen Trent (Amer. Home) (CBS)	2,431
6.	Road of Life (CBS)	2,431
7.	Arthur Godfrey (Campana) (CBS)	2,339
8.	Young Dr. Malone (CBS)	2,339
9.	Arthur Godfrey (Staley) (CBS)	2,339
10.	Our Gal, Sunday (Amer. Home) (CBS)	2,293
Day, Sunday (Average for all Programs)		(504)
1.	Adventures of Rin Tin Tin (MBS)	1,376
2.	World Champ, Pro Football (MBS)	1,284
3.	Cecil Brown Commentary (MBS)	963
Day, Saturday (Average for all Programs)		(963)
1.	Orange Bowl Game (CBS)	2,155
2.	Sugar Bowl Football Game (NBC)	1,697
3.	Gunsmoke (CBS)	1,651

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Network Top 10 Programs

Jan. 3-9, 1955

	Name of Program	# of Cities	% Tv Homes
1.	Dragnet (NBC)	121	38.0
2.	I Love Lucy (CBS)	136	34.8
3.	You Bet Your Life (NBC)	138	33.3
4.	George Gobel (NBC)	100	31.1
5.	State of the Union Message (all networks)	175	30.6
6.	Toast of the Town (CBS)	123	30.1
7.	Disneyland (ABC)	142	30.0
8.	Best of Broadway (CBS)	94	29.4
9.	Stage Show (CBS)	102	28.7
10.	Variety Time (NBC)	111	28.5

Note: Jackie Gleason on Vacation

	Name of Program	# of Cities	# Tv Homes (000's)
1.	Dragnet (NBC)	121	10,787
2.	I Love Lucy (CBS)	136	9,811
3.	You Bet Your Life (NBC)	138	9,567
4.	State of the Union Message (all networks)	175	9,308
5.	Disneyland (ABC)	142	8,713
6.	George Gobel (NBC)	100	8,497
7.	Toast of the Town (CBS)	123	8,326
8.	Ford Theatre (NBC)	164	8,023
9.	Best of Broadway (CBS)	94	7,923
10.	Tv Playhouse (Sunday) (NBC)	107	7,669

Copyright 1955 by Videodex Inc.

LUCKY STRIKE (American Tobacco Co.) has ordered 15 CBS Extended Market Plan stations (whereby network tv is extended to small-market areas), effective immediately, for its alternating Sunday shows, *Jack Benny* and *Private Secretary*. Participating in the New York ceremonies are (l to r): seated, Terrence McGuirk, sales manager, CBS-TV EMP unit; John Boor, assistant advertising manager, American Tobacco Co.; Herminio Traviesas, BBDO vice president in charge of the Lucky Strike radio-tv account; standing, Ed Fleri, BBDO timebuyer; Frank Towers, American Tobacco Co. advertising dept.; Edward P. Shurick, CBS-TV station relations national director; Karl Schullinger, American Tobacco Co. director of radio-tv advertising, and Thomas H. Dawson, CBS-TV general manager of network sales.

Flanagan Hails Spot Radio As Challenge to Agency Men

SPOT RADIO, which can provide "mass" circulation, presents a challenge to agency men to adapt its use effectively for clients' sales, T. J. Flanagan, managing director of Station Representatives Assn., said Saturday in a talk before the Southwestern Advertising Agencies Assn. in Oklahoma City.

Mr. Flanagan said that with spot radio, all people can be reached with the use of one medium, but he emphasized that the medium must be used skillfully. In this connection, he declared:

"Now the media man, the plans man, the account executive, the copy man must join in a new kind of advertising plan, a plan which matches county-by-county the best markets for your clients' products, which requires selection of the time of day for your advertising, whether men or housewives, or children, or the family, or the people in cars—a plan which is built on a sound medium instead of a sight medium—a medium which offers infinite variety of original unexplored uses closely adapted to the specific product and the mood of the buyer."

Survey Reveals Teen-Agers Use Radio More Than Tv

VAST DIMENSIONS of the radio teen-age audience are underlined in a survey released last week by Teen-age Survey Service, New York, which indicates that teen-agers do more radio listening than television viewing.

The survey, conducted among 17,792 high school teen-age students in 31 major cities as part of a general study on teen-age habits, showed that 99.8% of the students polled listened to the radio every day. Another highlight was that 78% of the teen-agers listened to radio more than two hours a day, as compared with 18% for tv viewing more than two hours a day.

Other findings were: 17,763 had radios and 6,970 had television sets at home; 563 tuned in to the radio less than an hour a day, as compared with 816 for tv viewing; 3,412 listened to radio from 1 to 2 hours daily, as against 4,735 for tv; 11,300 hear radio for 2 to 3 hours a day, as compared with 1,084 for tv, and 2,487 listen to radio for more than 3 hours daily, as compared with 149 for tv.

In both radio and tv, many students expressed a preference for some programs slanted toward them. The survey also revealed, however, that teen-agers dislike other programs specifically devised for them, such as various youth forums.

Market Research Answers Should Be Factual—Simmons

MUCH of the value of market research is lost because of a tendency to come up with convenient answers instead of the "truth," W. R. Simmons, researcher and president of W. R. Simmons & Assoc. Research Inc., New York, warned in a talk at a joint meeting in Boston sponsored by the American Marketing Assn. and the American Statistical Assn.

Mr. Simmons said that few buyers of research have bothered to learn the rudiments of probability sampling and thus cannot judge between "true probability samples" and inferior substitutes. Despite these failings, Mr. Simmons took note of great progress in the field in the past 10 years.

Fire Sweeps D'Arcy Office

FIRE SWEPT through the 19th floor offices of D'Arcy Adv. Co. in Chicago's Willoughby Tower Feb. 2, causing an estimated $50,000 damages. The blaze broke out in the early evening hours, tieing up traffic at the intersection of Michigan Blvd. and Madison St., but no personnel were injured. It was brought under control within half an hour. D'Arcy services the regional Standard Oil Co. (of Indiana) account out of Chicago.

Burnett Promotes Greeley

APPOINTMENT of Joseph M. Greeley, account supervisor, as vice president in charge of marketing, was announced last Wednesday by Leo Burnett Co., Chicago. The position is a newly-created one. Mr. Greeley will assume his duties immediately.

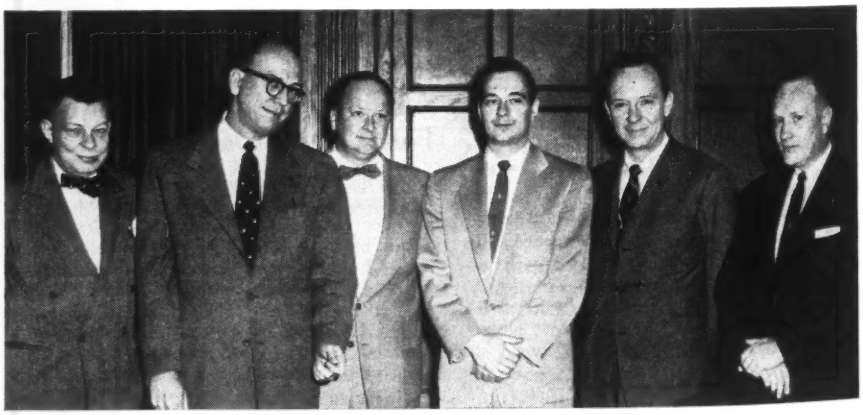
SPOT NEW BUSINESS

Sales Builders Inc. (Max Factor cosmetics), L. A., has announced $1.5 million tv spot program [B•T, Jan. 17] will appear in 53 cities.

NETWORK NEW BUSINESS

Paper-Mate (pens), L. A., buys alternate sponsorship of *People Are Funny* on NBC Radio

(A&A continues on page 51)



ABC-TV's *Who Said That?* sponsored by W. A. Sheaffer Pen Co., Fineline Div., through Russell M. Seeds Co., Chicago, was viewed at its premiere by (l to r): Robert E. Kintner, ABC president; Russell Young, vice president in charge of tv for Seeds; Harry Goldsmith, Seeds vice president; G. P. Karle, Shaeffer advertising manager; John Daly, ABC vice president and *Who Said That?* moderator, and Fred Willson, Seeds vice president.

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

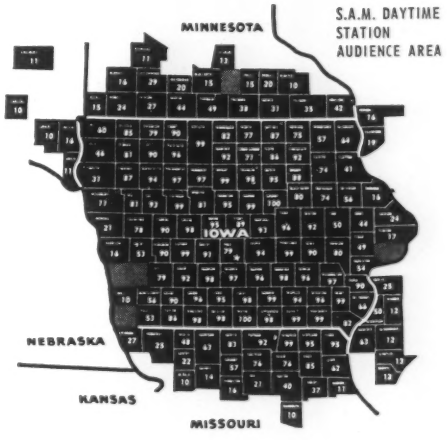
APPAREL SALES PERCENTAGES

7.4%	Cedar Rapids	
5.9%	Tri-Cities	
15.4%	Des Moines	
2.7%	Dubuque	
5.7%	Sioux City	
5.4%	Waterloo	
42.5%	TOTAL METRO. AREAS	
57.5%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)

Iowa has six Metropolitan Areas which, all combined, do 42.5% of the State's Apparel Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*



At 10 p. m., WHO gives you 77,699 Actual Listening Homes for only $85.50 (9.1 LISTENING HOMES per PENNY!)

According to the authoritative 1954 Iowa Radio-Television Audience Survey, 77,699 homes *all over Iowa* are actually tuned to WHO at 10 p.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 9.1 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO. Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

WJAR-TV
made this sale!

Here's where successful live, local television programing pays off! Viewers come to know and trust the recommendations of our live, local salesmen. The Tip-Top Circus is the highest rated children's show in the area, including network shows. This is solid proof that locally produced tv shows are the best buy. With more live, local talent than any other television channel in New England, it's easy to see why WJAR-TV makes more sales for more advertisers!

TIP-TOP BREAD
Telepulse: 25.5
as of December, 1954

Featured Thursdays, 6:00 — 6:30 p. m.
on TIP-TOP CIRCUS
Client: Ward Baking Company ***Agency: J. Walter Thompson***

Powerful 10
Providence,
Rhode Island

WJAR-TV

TV GOES TO THE 'OPRY'

A 29-YEAR RADIO SUCCESS DEBUTS AS A VIDEO FILM SERIES

THERE's a tired and worn chestnut that proclaims that "nothing succeeds like success." The highly imaginative creative forces at WSM Nashville and Flamingo Films, New York, ardent subscribers to this doctrine, have set out to re-assert its validity by capturing on film the 29-year-old radio show, *Grand Ole Opry*.

"Television need not come up with something new, something fresh, something bold to be successful," contends Sy Weintraub, executive vice president and general manager of Flamingo Films. "With *Grand Ole Opry*, we are bringing to television a radio property that has built up loyal audiences for 29 years. It has been continuously sponsored on WSM during that period and has been carried on NBC, sponsored continuously by Prince Albert tobacco, since 1939.

The confidence that Mr. Weintraub and Jack DeWitt Jr., general manager of WSM Inc., pin on the *Opry* will be tested this month when the program is launched as a half-hour tv film series, produced in color, but available in black-and-white.

For the past several months, Flamingo Films' production crew has been shooting the first four episodes of the series on location in Nashville. Mr. Weintraub has invited advertisers and agencies to view the first four prints and reports that their reaction has been "most enthusiastic." Less constrained, Mr. Weintraub insists that in less than six months, *Grand Ole Opry* will be among "the top one, two, three filmed programs."

It appears reasonable to believe that if the tv counterpart of *Opry* approaches the heights of the radio version, Mr. Weintraub's exuberant pronouncement is not at all exaggerated. These are some of the significant developments associated with *Opry:*

• It is said to be the oldest continuous commercial radio program on the air—29 years without missing a performance.

• More than 5,000 people each Saturday night view the 4½-hour program at the Ryman Auditorium in Nashville (from which the radio show originates) and pay 30 cents and 60 cents to sit in the unreserved and reserved sections, respectively. It is estimated that more than five million persons, drawn from all parts of the country, have come to Nashville to see the show.

• More than 20% of all records sold in this country are made by *Opry* stars. Roy Acuff alone is said to have sold 21 million.

• The stars of the show play before more than 15 million persons every year on personal appearance tours. They have sold out auditoriums in such cities as St. Louis, New York, Cleveland, Baltimore, Philadelphia, San Francisco and Houston, indicating that their appeal is not limited to rural areas.

• Twenty-five national magazines have written cover stories and major feature articles on the *Opry*. Recent stories have appeared in *Saturday Evening Post, Good Housekeeping, Look, Collier's, Time, Newsweek* and *American Magazine*.

• Many sponsors of the *Opry* on a regional basis point to numerous "success" stories following exposure on the show.

Mr. Weintraub told B•T he decided to produce the tv *Opry* because he long felt that television needed "a musical show that reaches the heart of America." He regards it as "the first tv film spectacular."

Despite all the "plus" factors associated with *Opry*, Mr. Weintraub recognized that a tv version could not achieve success by trading solely on the reputation of the radio show. Accordingly, he called on top Hollywood production men to produce the series. Hollywood-wise Al Gannaway is producer and Richard C. Kahn is director.

The format of the series is patterned after the radio show and features five of the top *Opry* personalities as emcees on a rotating basis. They are Roy Acuff, Ernest Tubb, Jimmy Dickens, Webb Pierce and Carl Smith. From a total of 125 acts, performers who are expected to be used most frequently are such regulars as Rod Brasfield, Cousin Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Martha Carson and the Duke of Paducah.

The series will be sold on a national, regional and local spot basis, according to Mr. Weintraub, and the sales effort will be backed by an extensive advertising, promotion and merchandising campaign. Many of the stars are available for commercial tie-ins and personal appearances in cities where the program series is carried.

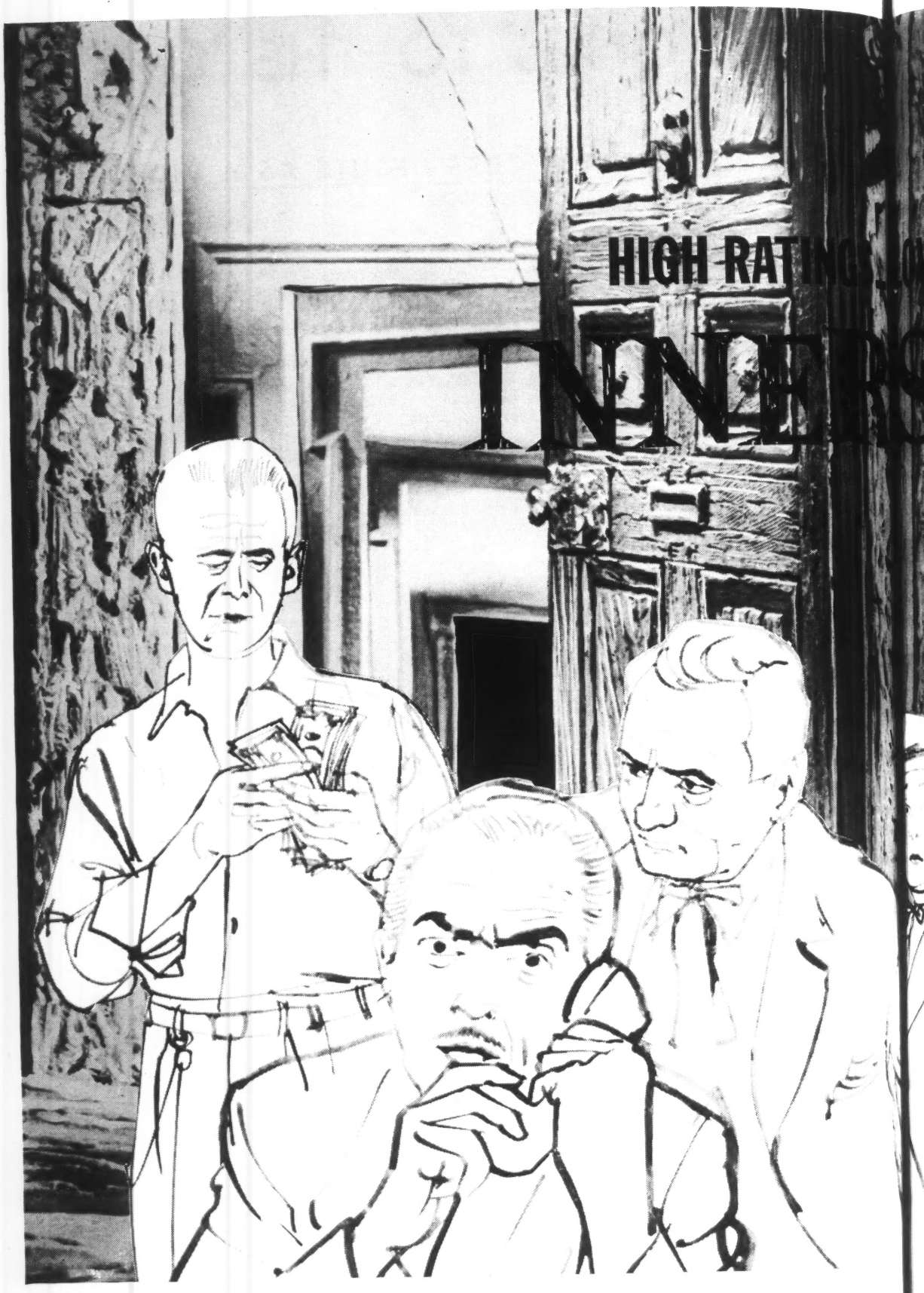
For all practical purposes, Mr. Weintraub said, the series marks the debut of *Grand Ole Opry* stars on television. Many of them have made a few guest appearances on tv but the series signals their entry into the medium on a grand scale.

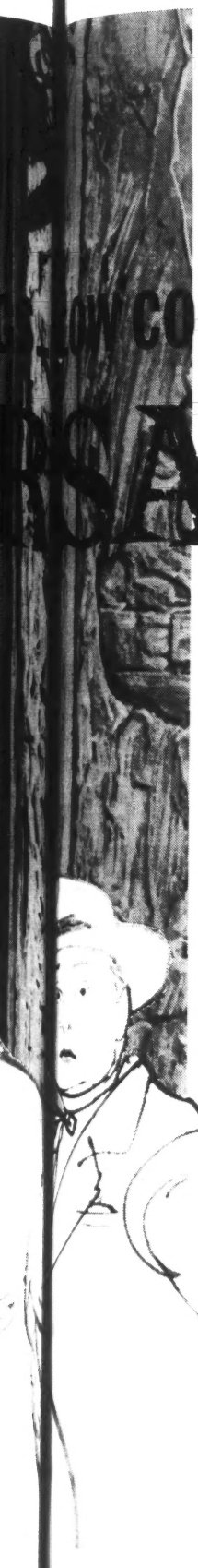
Though no prices on the show have been revealed, it is reported that each half-hour filmed show costs about $25,000, to which should be added the cost of Eastman Kodak color. Considering the talent he has at his beck and call, Mr. Weintraub said, the cost of the show is reasonable, adding:

"Remember, many of the stars of *Opry* earn more than $200,000 a year. One doesn't earn that kind of money year in, year out, unless he has outstanding ability to entertain. We know we are going to get our money's worth. We know the advertiser is going to get his money's worth. And more important, we know the public—in big cities and small—will agree that *Opry* is entertainment at its very best."

If the tv version is as successful as its radio counterpart, Mr. Weintraub has nothing to worry about until 1984.

FLAMINGO FILMS' CAMERA TRAINS ON ROY ACUFF


HIGH RAT



ST-Per-Thousand make

ANCTUM

a great buy!

More than 120 markets have proved the power of this famous series of great half-hour syndicated TV film dramas.

In city after city, INNER SANCTUM has boosted time-period ratings ...as much as 300%!

Now available for its second run in many markets, INNER SANCTUM will deliver that same audience-pulling power and at a cost-per-thousand that really pays off.

No mystery to it—39 INNER SANCTUM mood dramas have all it takes, including a name and fame that have been big box-office for sponsors all the way back to radio's golden days! Call, wire, or write today for details on your markets.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

QUICK photo work, not extra lights, got this dramatic sequence of a killer's confession.

REALITY

By Robert Gray
KPRC-TV Houston

THE OTHER DAY, leaving a courtroom where I'd filmed a murder trial, I noted a newspaper with interest. A wire service reported more fuss about the rights of tv cameras to film trials and legislative meetings.

It understandably seemed odd to me. My camera has just focused on a man on trial for his life. The film would show the judge, jury, witnesses, attorneys and spectators. All the tragedy and the drama of a highly newsworthy murder trial.

So the national "camera-rights" fuss might well have been a bit academic to KPRC-TV Houston. We now have access to all of the criminal district courtrooms in this county, some of the civil courts. In those courts where we are welcome, our cameras are regarded merely as reporting tools. Our filming attracts little more attention than a newspaper reporter taking his notes. The reason?

We're allowed to do our camera reporting job there because we're not disturbing things. We're making very little noise and we're not blinding anyone. We're not using any artificial light. And thereby hangs our tale.

What do most people dislike about tv news coverage? Bright lights might well be the answer. That's why we have learned to shoot without them when necessary. We use what is variously called "natural" or "existing" light, the kind which has spawned new techniques in still photography, but which I feel has gone neglected too long in tv news photography.

The use of natural light has served to get our cameras into places which I gather have been denied to tv newsmen in some other cities. It has made the 16mm camera, to us, the true reporting tool we think it should be. But the use of natural light only for most indoor stories is pretty revolutionary talk to some of my colleagues, so a word of explanation.

In my photo career I've used a Speed Graphic for newspaper work and Contax for magazine free-lance assignments. Entering tv film work late in '52, I knew what powerful, story-telling drama could be captured on film with existing light. But I saw my new colleagues in the tv fraternity haul out their batteries of floodlights, and I dutifully followed suit. For weeks I fought the good fight. I brought every watt to bear on my subjects I could.

But judges in courtrooms wouldn't have all that light. The minute the floods went on anywhere, my target of the moment, blinded, turned his head. Often, by the time my lights were set up and meter readings taken the scene of the story had moved. Even battery-operated, portable light units could not solve for me the riddle of getting background detail in some scenes, while trying to expose for a brilliant foreground.

So it wasn't long before I realized that natural light might be an answer to about half the problems in this new and baffling medium. I've been a natural light "believer" ever since. Two years of results have shown me that, while natural light won't answer every situation, it'll mean the difference between a story and no story at all in a lot of cases. Photographically, the results are often more dramatic than a brilliantly lighted scene.

HOUSTON MAYOR Roy Hofheinz (picture at left) is caught in a verbal duel with Councilman Harry Holmes during a council meet-

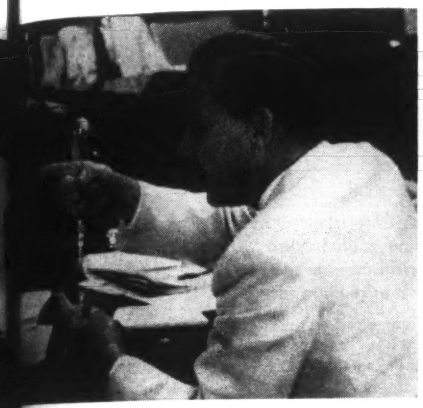
Examples: A man has just killed a Houston city health inspector for placarding his rent home as being unsafe. He then agrees to repeat his confession . . . and almost immediately starts talking. There's no time for lights, no time for light readings, only time to plug in the sound on our Auricon Cine-Voice. But I don't think any amount of artificial light could improve on the picture we got of the man confessing his crime, lighted by overhead flourescents (pictures at top left). Having shot many hundreds of feet of natural-lighted film in that Police homicide office, I knew in advance what exposure was needed.

Grand juries, of necessity, hold secret sessions. So the Federal grand jury—which probed a sensational dope scandal in Houston this summer—was not easy to photograph entering and leaving their chamber by twos and threes. I asked the jury foreman for two minutes to shoot the jury as it began its second day's deliberations.

◄THIS FRAME from a firefighting sequence shows how reflected light from the fire is sufficient, with overdevelopment, to produce acceptable picture quality. It was made with a 2-in. telephoto lens at f/1.4.

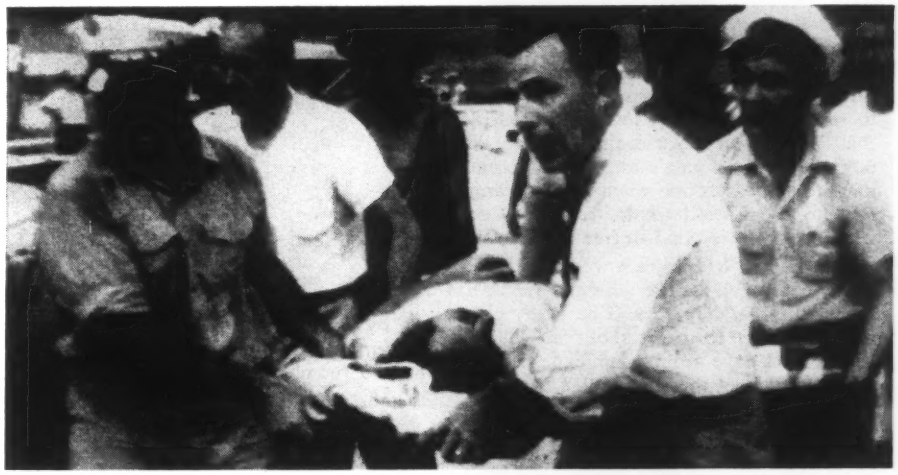
Y IS LIGHT ENOUGH

KPRC-TV CAMERAMAN GETS DRAMATIC SHOTS WITHOUT THE USE OF ARTIFICIAL LIGHTING



ing. The absence of extra lights keeps the atmosphere natural, makes it possible to photograph subjects as they really are.

DEFENSE ATTORNEY Gabe Nahas goes to his knees as he makes his final plea to a Houston jury. His client was accused of setting off a bomb under the home of a Negro living in a white neighborhood.



A SCAFFOLD broke during repairs to the Houston Coliseum, and five men fell 60 ft. to their deaths. There was almost no light, but these scenes—four minutes after the accident—came through with overdevelopment of fast film shot at f/1.4.

"Okay," he told me, "two minutes."

In the allotted time I got enough fluorescent-lighted film to "background" the continuing dope story for several months. Artificial lights were out of the question.

It's true also that people are considerably more at ease when they don't have light in their eyes. This is just as true of civic leaders as of criminals. People stiffen up enough when you point a camera at them. Switch on 1,000 watts of tungsten and they freeze completely.

When a new city council was elected in early 1953 in Houston, one of its first acts was to deny my formal request to film its weekly meetings. That might interfere with the conduct of meetings, they feared. We have now gone full cycle. The mayor and councilmen pay little attention to the camera now . . . and even occasionally rebuke me for failing to be on hand when they bring up some favorite piece of pressing legislation.

The same situation holds true at meetings of county commissioners, school board, and the like. Most particularly do we find natural light a downright must for those apprehended criminals who are not anxious to get their kisser on anybody's 21-inch screen. Throw a light at them and it's the old hat-over-the-face routine. It's comparatively simple to walk 20 feet away and use a telephoto lens and natural light to get a candid 20 seconds of the culprit in custody.

Lest we made all this sound a trifle too pat and peachy, let me hasten to add that natural light poses some serious technical problems and that Houston still has some Federal courtrooms and chambers to which I don't now have access.

When we use natural light, there's less of it and we must use a bigger lens opening. This increases our chances of getting fuzzy, out-of-focus pictures. Hence, we must use great caution to focus accurately. Too, without those bright floods, natural light may not be enough to give a bright, contrasty image. So we use the fastest reversal film we can get and the biggest, fastest (f/1.4) lenses. Then we overdevelop the film to the maximum. In fact, overdevelopment around our plant is now almost an art —it's a routine part of our technique.

If you're a photographer, you may well

THE PICTURES reproduced with this story were shot on DuPont 931 Reversal Blue Base film. KPRC-TV's equipment includes three 16mm Bell & Howell and two Auricon Cine-Voice film cameras.

cry out in anguish, "Yes, but won't that give you grainy results—all that overdevelopment?" Sure it will. But the grain doesn't come through when you telecast the film.

Natural light poses other problems, too. Fluorescent and indirect light can be tricky sometimes. Even a good light meter can fool you, and your subject may turn up with dark blobs for eyes. We always lean toward overexposure (if possible) to get any detail in the shadows. The best natural light—that from a large window—can be a real enemy too, if for various reasons you have to shoot toward that window.

But what you can get on film these days with almost no light is sometimes hard to believe. Through overdevelopment we have often photographed, with good results, people we could hardly see in the viewfinder when we shot the film. We have taken some rather effective mug shots by the use of two-cell flashlights, a 60-watt light bulb at 8 feet, reflected light from a theatre marquee. . . .

We should add quickly that we do not consider this sort of thing highly desirable. I like to shoot news film under well lighted conditions as well as anyone. But you don't always find your subjects posed conveniently before floodlights—at least, I surely don't. I don't know if I can prove it, but it seems to me that often the best stories—crime, politics, civic affairs, what-have you—seem to happen under the most difficult lighting conditions.

Unless you're ready to shoot—and right NOW—you're apt to miss the story. The story, I might add, is what we consider all-important around our place. The story on film, for my money, is good if it accurately portrays what happened. Naturally, we try to take the best possible picture to tell that story. But we're not trying to win any prizes here for Hollywood lighting or production.

On the other hand, there are many occasions when we do go to considerable trouble to set up lights for stories—feature stories, that is. Even on spot news stories, occasionally, we'll light a man's face in the accepted manner. But it's done when we have ample time to do it—and when it's a story over which we have a good degree of control.

I'm the first to admire a well-lighted, perpectly-composed picture. But experience has taught me that I must also be ready on an instant's notice to forget about any light except what I have around me, expose as best I can, and shoot the story as it's happening. I won't expect to win any pictorial awards with the result, but I will have done my job if the finished product tells our viewers the pictorial essence of that story.

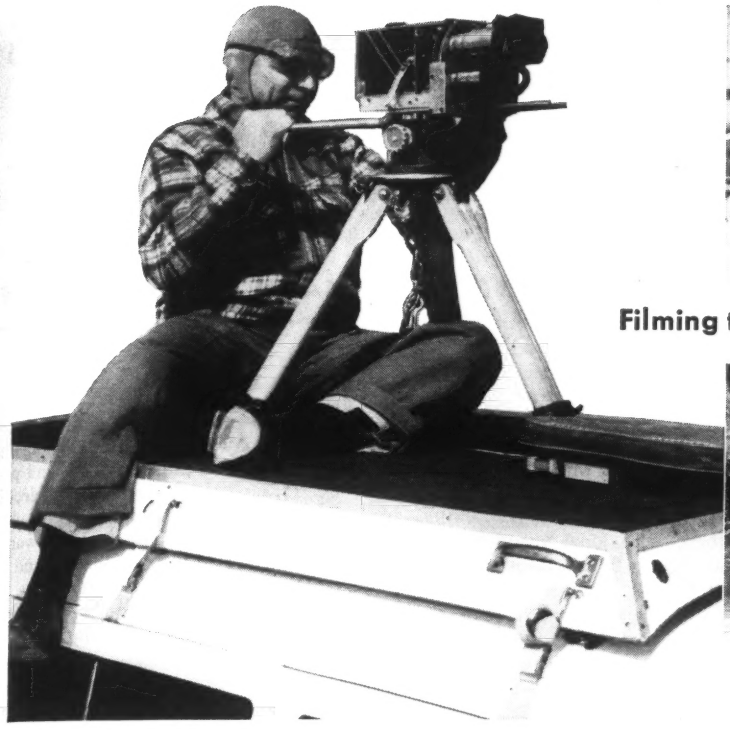
ABOUT THE AUTHOR

TEXAN Robert Gray is head of the newsreel section of KPRC-TV. He was born in Beaumont, is a graduate of the U. of Houston's journalism school, has been a newspaper reporter and photographer and a freelance writer, spent four years with the Marines in World War II and joined KPRC Radio's news staff in 1946. He was recalled to service during the Korean war as a first lieutenant in charge of combat newsreels.

THIS MAN is Alton Carrier, who later was sentenced to life imprisonment, shown as he demonstrates for sheriff's men just how he found, then wounded, a stickup victim. Without disturbance of artificial light, he pantomimed the entire crime for the camera without being aware that his actions were being committed to film.

ANOTHER STORY prevented the author from filming the start of a Houston speech by Gen. Omar Bradley, who was finishing when Mr. Gray arrived. There was no time for special lights—just time for a telephoto shot from 50-ft. away. It was so dark in the room that General Bradley could hardly be seen in the camera's viewfinder. This blow-up is from an image only ¼-in. square.

MOMENTS BEFORE this picture was made a shot had been heard in the police headquarters' vice squad office. An officer, implicated in a narcotics probe, had committed suicide. The officer running toward the camera had found the body, is rushing to tell the police chief what has happened.



Filming the Mobilgas Economy Run . . .

Camera crews play "automotive leapfrog" to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm. movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons "leapfrogged" each other—with cameramen manning their Cine-Kodak Special Cameras.

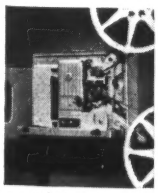
The Cine-Kodak Specials get much of the credit for the film's success. As T. W. Cate says, "We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed."

For your local news

For your own news coverage, you also want a camera that will go into action fast . . . and *stay* in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

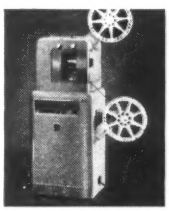
Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.



FOR YOUR OUTSIDE SELLING

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six Pageant models to meet every 16mm. requirement.



FOR YOUR STUDIO PREVIEWING

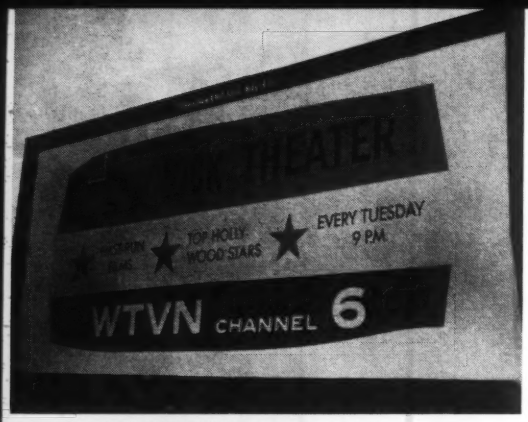
Regular-projection counterpart of the superb Eastman Model 250 Television Projector, the Eastman 16mm. Projector, Model 25, has identical sound, optical, and mechanical components. *Lumenized* Ektar Lenses for sharp, brilliant pictures. Sealed-in-oil-bath movement, separate motors, and an exceptionally stable drive mechanism for ultra-smooth performance. Delivers sight and sound comparable to the finest 35mm. projector.

EASTMAN KODAK COMPANY 2-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐

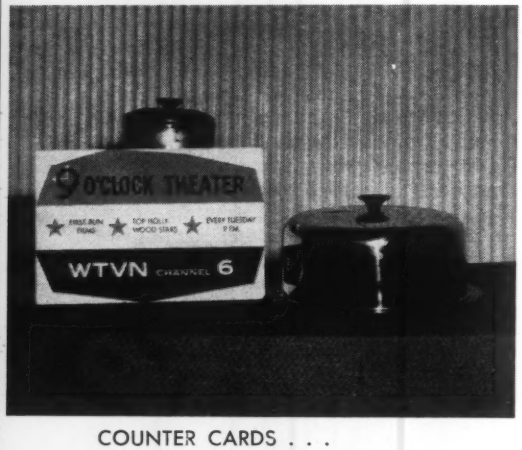
NAME_____
TITLE_____
COMPANY_____
STREET_____
CITY_____ (Zone)
STATE_____

Kodak TRADE-MARK

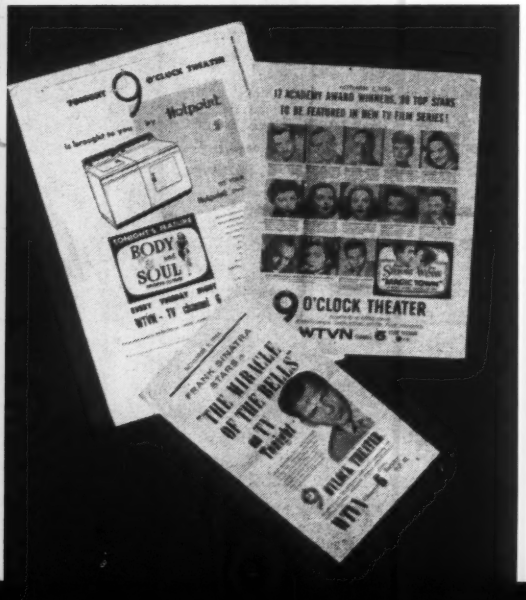


BILLBOARDS . . .

GIVEAWAYS . . .



COUNTER CARDS . . .
. . . and NEWSPAPER ADS



COLUMBUS DISCOVERS WTVN-TV'S MOVIES

PROMOTION, GOOD FILMS MAKE A TOP-RATED SERIES

ANY UPSWING in ratings is cause for celebration, so when the rating of the Tuesday 9-11 p.m. period on WTVN-TV Columbus rose from a mediocre 6.0 to an overwhelming 35.0 in a single month—and stayed there—the local reaction was that this phenomenon merits nothing short of a packaged "New Year's Eve in Times Square."

And when a sponsor reported that the weekly telecast has been responsible for a sales increase of over 400%, a few Fourth of July fireworks have to be added to the celebration.

Cause for all the rejoicing in Columbus is *Nine O'Clock Theater*—WTVN-TV's name for the General Teleradio package of 30 recent Hollywood films—including such theatrical successes as "Arch of Triumph" with Bergman and Boyer, "Double Life" with Ronald Colman and "Macbeth" with Orson Welles—with combined production costs of more than $45 million. And, what was of even more importance in Columbus, this was the first tv showing of these films in that city.

But the sponsors—Columbus & Southern Ohio Electric Co. and a group of cooperating appliance dealers—and the agency—McCann-Erickson's Cleveland office—and the station realized that no matter how good the program series, it would not achieve its potential in either audience or sales unless the series itself was first sold to the Columbus viewers. Robert Boyd, advertising manager of the electric company, Melvin Weiss, account executive from the agency, and J. W. McGough, general manager of WTVN-TV, had no illusions as to their task. It was alarmingly simple:

This was the first time in the history of tv in Columbus that a locally-sponsored film series had been programmed in Class A time opposite strong live network program competition from the city's other two tv stations. If the public considered the WTVN-TV series just another bunch of moth-eaten movies moved up from their usual late-night spots it was dead before it started. Sponsor, agency and station had to see to it that this did not happen but that the shows were recognized for the top-notch entertainment they really were.

The procedure decided on by the sponsor-agency-station trio was two-fold: First, they determined to make the program itself a prestige presentation. Only five commercials would be permitted during the two-hour program, plus pre-show and post-show institutional messages from the electric company. (The five commercials would be for appliances.) The commercials were tightly scripted, carefully rehearsed and scrupulously followed by the announcers, WTVN-TV staff members, one assigned to each participating appliance distributor.

Second, it was decided to support the series with an all-out promotion, merchandising, publicity and exploitation campaign that would be spectacular and sensational, but yet dignified, in view of the years (and dollars) that the Columbus & Southern Ohio Electric Co. had devoted to building a name of prestige and dignity.

The promotion campaign got underway the week before the opening program on Nov. 2 with the distribution of stage "million dollar bills," paying the bearer $1 million of tv entertainment upon demand and listing films scheduled for showing on the *Nine O'Clock Theater*. Station personalities themselves passed out the stage bills to downtown Columbus crowds of businessmen and shoppers who, for the most part, did not glance at them and threw them aside but seemed to enjoy them enough to take them home, converting the bills into $1 million worth of in-the-home promotion for the series. Radio-tv editors received metal cash boxes stuffed with the advertising currency.

Second step was placement of 1,000-line kick-off ads in the two evening newspapers, announcing the first picture of the series, "Magic Town," and also displaying the stars of other coming attractions. These ads also introduced the eye-catching *Nine O'Clock Theater* design used in all visual media, and imparted a note of "social event" to the series, along with the "lavish attraction" appeal.

Film trailers and clips were purchased by WTVN-TV and used on the air in exactly the same way as theatres show "prevues of coming attractions." A saturation tv campaign of these 50-second film clips, plus 10-, 20- and 60-second announcements, was used, in addition to cross-plugs on the same organization's radio station, WTVN.

It all added up to a large part of the Columbus population eagerly awaiting the first *Nine O'Clock Theater* showing. Many a

GUILD SCORES AGAIN WITH FILM SYNDICATION'S

FIRST DAYTIME SERIES

FOR ACROSS-THE-BOARD PROGRAMMING!

IT'S FUN TO REDUCE

5 quarter-hours per week

TV'S BIGGEST VALUE

YOUR LOWEST COST-PER-THOUSAND BUY!

Daytime ratings are climbing throughout the country— yet time-costs are lower and time-clearance easier. Now is the time to stake out your claim in the sales-productive daytime . . . and IT'S FUN TO REDUCE is the *one* show that's designed to bring you more viewers, more sales . . . at LOWER cost! More than just an entertainment vehicle, IT'S FUN TO REDUCE is actually a keen-edged sales and merchandising tool that has proved its ability to bring fast results. Contact GUILD today and get full details!

A PROVED WINNER!

IT'S FUN TO REDUCE has been tested and proved as a "live" show in Pittsburgh by one of the nation's largest retail chain operations!

Successful? Beyond the sponsor's wildest dreams—as a matter of fact, more than 350,000 women visited the sponsor's stores *specifically* to ask for a "FUN TO REDUCE" exercise chart . . . and the show *has consistantly outrated every other local daytime show in the Pittsburgh area!*

LOADED WITH SALES-PRODUCING MERCHANDISING GIMMICKS:

- Exercise Chart Giveaways
- Premium Phonograph Records
- Dramatic Point-Of-Purchase Displays

GUILD FILMS

460 PARK AVENUE, NEW YORK 22, N. Y. • MUrray Hill 8-5365

"a filmed version of 'Hit Parade' . . . but it's got far more in terms of style and class which is saying a lot . . . everything about the show spells quality . . . a sure fire vehicle for any type of sponsor be it institutional, hard sell or any other."

VARIETY

Brand New but already snapped up in 20 markets by top quality advertisers like:

PACIFIC TELEPHONE
(California, Washington & Oregon),
UNION PACIFIC RAILROAD,
TOWN TALK BREAD,
KINGSBEER,
WORTHERN BANK & TRUST,
PEOPLES TRUST & SAVINGS.

OFFICIAL FILMS, INC

This is

26 Glorious First Run Half-Ho

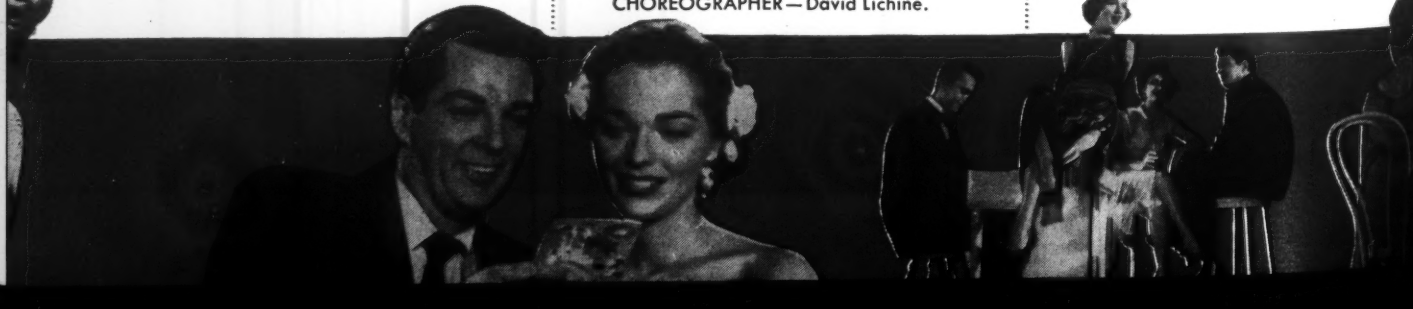
Music to the ears of discriminating regional and local sponsors searching for a new TV show that spells

Magnificent Entertainment and SALES!

Starring Hollywood's most attractive, newest singing sensations JOAN WELDON and BYRON PALMER and one of the country's favorite recording groups—THE PIED PIPERS.

Produced by Jack Denove, who supervised the start of "Your Hit Parade" on TV, MUSICAL DIRECTOR—Nelson Riddle. CHOREOGRAPHER—David Lichine.

Each Song Fest of all-time favorites are spectacular production numbers inspired by a heartwarming theme, such as "SHOW BOAT DAYS"..."ACADEMY AWARD WINNING SONGS"... "THE ROARING TWENTIES"..."SALUTE TO LATIN AMERICA".



"... probably the best musical show ever done either live or on film for television."
BILLBOARD

"... the brightest, most tuneful, most scenically imaginative half-hour of music yet brought to TV."
SAN FRANCISCO NEWS

"At last television is presenting a top quality musical show ... you'll come away shouting."
SAN FRANCISCO CHRONICLE

ES GREAT PRIDE IN PRESENTING FOR TV

is Your Music

Films of the Songs America Loves Best

Never before such ...

Superlative Singing, Entrancing Dancing, Superb Staging.

IT'S THE FUN SHOW OF THE YEAR FOR THE WHOLE FAMILY!

Don't delay.
Strike it program-rich while YOUR area is still available.

WRITE! WIRE! PHONE!

OFFICIAL FILMS, INC.
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100
Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • Minneapolis • St. Louis

America's leading distributor of Quality TV Films

THE STAR AND THE STORY • MY HERO • COLONEL MARCH OF SCOTLAND YARD
SECRET FILE U.S.A. • TERRY AND THE PIRATES • TUNE-O • TOWN AND COUNTRY TIME

← ALL EYES are on the monitor screen in the WTVN-TV control room as *Nine O'Clock Theater* starts its career on Nov. 2, 1954, with the telecast of "Magic Town." The intent watchers are (l to r): J. W. McGough, general manager, WTVN-TV; Harry Mohr, director of the telecasts of the film series, and Robert Boyd, advertising manager, Columbus & Southern Ohio Electric Co., sponsor of the program.

promoter might have let it go at that. Not this group, however. They redoubled their efforts. On Saturday a captive audience of 82,000 at the Ohio State U. stadium was entertained by a charter plane which flew over the field trailing a streamer reading: "Nine O'Clock Theater . . . WTVN-TV . . . every Tuesday night." Radio editors received baskets of crackers, cheese and cola drinks, with notes saying, "something for you to enjoy tonight while you watch *Nine O'Clock Theater.*"

The following week billboards throughout the city blossomed with injunctions to watch the program each Tuesday, contracted for jointly by WTVN-TV and the electric company. The billboard layout was then reduced to streamers for dealer windows and cards for dealer counters. On-the-air promotion continued at high level, with a minimum of five spots the day before each program and 10 that day. The 8 a.m. and 12 noon newscasts of Paul Frank (host of the tv series) promoted the show on WTVN radio. A *Nine O'Clock Theater* slide was used on another Columbus tv station.

Meanwhile, Mr. Boyd was conducting an intensive merchandising campaign for the program series. Each week a 1,000-line newspaper ad, run for a specific distributor, carried copy for the series and the upcoming show. Weekly letters told dealers what products were to be advertised on the next program and how they could tie in with it in their displays. Dealers also got letters from Ed Richter, WTVN-TV sales manager, with blowups of two big ads and a schedule of the films to be shown.

As *Nine O'Clock Theater* entered its fourth month WTVN-TV reported that the promotion campaign was still going strong. Full-page ads are being used once a month in regional tv program magazines and in the "This Week in Columbus" booklet. The newspaper ads continue in the two evening dailies each Tuesday and the saturation schedule of on-the-air spots serves as a constant reminder to tune right on Tuesday night.

The results of all this planning, promoting and publicizing are satisfactory all 'round. A 35.0 rating speaks for itself, with a pleasantly powerful voice so far as WTVN-TV is concerned. It pleases the sponsors, too, but they are less interested in the total number of people who see the *Nine O'Clock Theater* than in what those viewers do after seeing the program, especially the commercials.

C. J. Vondran, consumer products manager of Westinghouse Electric Supply Co. in Columbus, wrote Mr. Boyd that "in an effort to determine the pulling power of the show we offered the public a set of our Laundromat and dryer miniature salt and pepper shakers if they would stop at our dealers' store for a live demonstration of our equipment. The following day our switchboard was jammed with calls from dealers requesting more salt and pepper shakers. Our supply was soon exhausted and it was necessary for us to expedite an additional quantity. During the period we were out of stock many customers contacted us direct and also called the tv station."

John Fleming, sales promotion manager, Bard Inc., Columbus General Electric appliance distributor, reported that the program can produce sales as well as store traffic. Discussing the Mobile-Maid portable dishwasher introduced to the trade in June 1954, he said:

"Our first advertising effort on this dishwasher was a series of 200 radio spots in October which resulted in a slight increase in retail sales. In November our emphasis was switched to television, showing this product on *Nine O'Clock Theater* twice, supported by 20 one-minute spots on the same station in this month. We also used two spots in November on our regular *Royal Playhouse*.

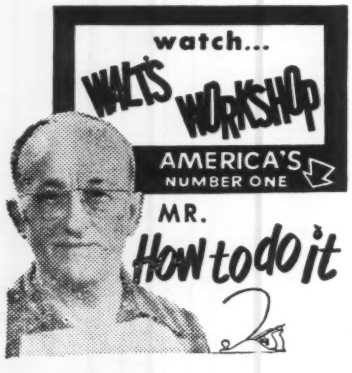
"In December we continued our 20-spot package on WTVN-TV and one *Nine*

CHEESE, crackers and cola, combined into handy and attractive snack packages, were sent to radio-tv editors for consumption while watching *Nine O'Clock Theater.*

TV audiences from

Maine to Washington—

Minnesota to Florida—



The TV film show with a COMPLETE merchandising package!

Write for FACTS

Reid H. Ray Film Industries

2269 FORD PARKWAY

ST. PAUL, MINNESOTA

O'Clock Theater showing on the same station, plus two more *Royal Playhouse* spots on WBNS-TV. This television schedule has been responsible for an increase of over 400% in the sale of Mobile-Maid dishwashers.

"This can be accurately gauged as the only advertising other than that mentioned above was one ad of approximately 600 lines in the *Columbus Dispatch* by one dealer. It is interesting to note that this sale rate is being maintained even after the Christmas season."

Mr. Boyd, speaking for Columbus & Southern Ohio Electric Co., stated: "Needless to say, we're very enthusiastic about *Nine O'Clock Theater* and especially pleased to be able to help prove that a show produced on a local level can obtain audience results comparable to the network."

Mr. McGough added, "And that's putting it mildly."

film maker

EDMUND BELOIN

LOST to the medical profession when he sold his first short story, Edmund Beloin left New York U. in 1931 to start his career as a writer. This paid off with book reviews for *New Republic* and short stories until 1936 when he became half the writing team for NBC Radio's *Jack Benny Show*. He also portrayed "Mr. Billingsley" on the program. After eight years he left radio in favor of motion pictures.

In January 1953 Mr. Beloin was brought in by NBC-TV to provide a shot in the arm for *My Hero* series, starring Robert Cummings. It then had a Nielsen rating of 24 to the 36 of the opposing CBS-TV *Jackie Gleason Show*. When the program went off the air several months later the opposition led by only a fraction of a decimal point.

It wasn't enough to buck Mr. Gleason only once, so Ed Beloin now is slotted opposite the comedian in the 8:30-9 p.m., Saturday spot with NBC-TV's *So This Is Hollywood*.

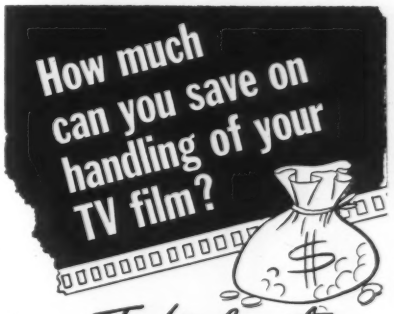
Asked by Weiss & Geller last mid-November if he would be interested in doing a tv show for Toni Co., he said he would do it only if it were on film. He was then in the midst of writing "Bad Company," the tentative title of a movie he will produce for Bob Hope this summer, but had been mulling a comedy idea. So, little more than a month before the Jan. 1 premiere, the series was bought over breakfast without benefit of a pilot film or even a script.

As producer-writer of *So This Is Hollywood*, Mr. Beloin is trying a "new approach" to tv comedy which, he believes, "was getting to be merely the art of shooting interiors." His Arrowhead Productions operates at Hal Roach Studios, using the commissary, offices, actual buildings, etc., for scenes, painting and refurbishing the lot's facilities when necessary. The money saved augments the supporting cast budget which is 15 times that of the usual one for tv.

He also wanted this series to be a co-starring deal, not a star vehicle, because it revolves around the "anonymous" people employed by the movie industry. Mitzi Green was his original choice for "Queenie" but NBC felt Cass Daley had more potential box office because of her many appearances with Bob Hope. Miss Daley, after being signed, begged off when Mr. Beloin would not build the series around one person and so Miss Green was signed to co-star with Virginia Gibson, Jimmy Lydon and Gordon Jones.

In order to be ready to succeed *Place the Face* by Jan. 1, Mr. Beloin had to shoot eight films in six weeks. He is now down to one weekly and by April will have completed his contract for 26 programs, 11 of which will be repeated this summer. His budget is somewhere in the $30,000 bracket for each film, and Toni, he declares, has given him a free hand, both creatively and artistically. In view of his current 16-hour day, he counts himself lucky to see his wife, Lynn, and five-year-old son, John.

Practically from the time of his birth, April 1, 1910, in Bristol, Conn., writing has been Ed Beloin's primary interest. His screen credits, after leaving radio in 1944, include "The Harvey Girls," "Road to Rio," "A Connecticut Yankee," "My Favorite Brunette" and "My Favorite Spy." He co-authored "In Any Language" which bowed on Broadway in 1952.



To find out take the **BONDED** *test!*

1. Estimate your total cost per *print* for the round trip — to station and return. If you know your total cost, enter here: $_____

If not, here's a check list of steps performed by Bonded to help you estimate your total cost. Enter what you think your cost is for each service, skipping those you do not now receive.

Attaching leaders	$_____
Mounting on reels	_____
Inserting commercials	_____
Cost of container, reels	_____
Shipping	_____
Print Control Record	_____
Confirmation of waybills	_____
Immediate check in on return	_____
Examination and repair	_____
Cleaning	_____
Removal of commercials	_____
Report of print condition	_____
Storage	_____
TOTAL	$_____

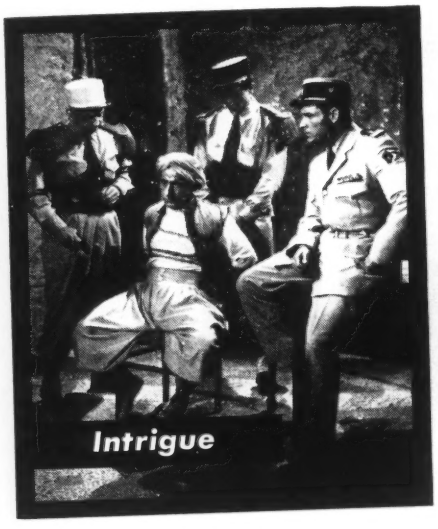
2. Next, estimate the number of prints (programs, features, or commercials) you use in an average month. Multiply. Put the total here. $_____. *Don't just groan, move on to Step 3.*

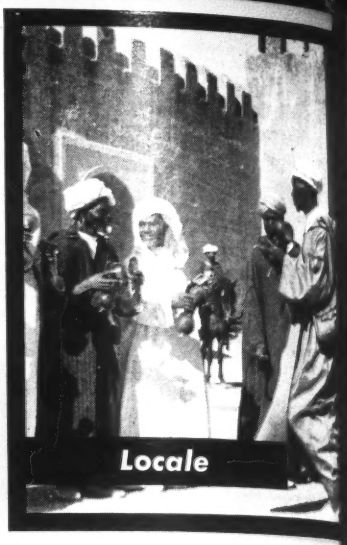
3. Now phone, or write, for a Bonded TV Film Service estimate and plan for handling your film. It costs you nothing to find out. And — whether your needs are large or small, whether you now do your own film handling or not — you will find that Bonded can do the job better and cheaper.

BONDED
TV FILM SERVICE

LOS ANGELES • NEW YORK
904 N. La Cienega BR 2-7825
630 Ninth Ave. JU 6-1030

FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!





the first show of it kind

the first sales plan of it kind

CAPTAIN GALLANT of the O

Buster Crabbe

a tpa sales builder

CHOICE MARKETS STILL AVAILABLE

it ind in all television

it ind in all advertising

FOREIGN LEGION

Cullen "Cuffy" Crabbe

By Allah! This program has everything!

The French Foreign Legion! The intriguing and mysterious desert. Native peoples and animals and customs. Unprecedented government cooperation for highest authenticity.

Add a name star like Buster Crabbe . . . and his son "Cuffy", in a role children of all ages will envy . . . and scripts that weave them all into top TV viewing—and you get a glimmer of the tremendous appeal of this program.

Included in the package is a built-in merchandising program featuring 36,000 *free premiums* for every market ordered: trading cards . . . autographed photos of Buster and Cuffy . . . comic books . . . membership cards and certificates. Plus free posters and special commercials, also free.

It's all absolutely free—and trouble free, when you buy the show.

"Captain Gallant" is a show whose performance in the living room and at the cash register will delight every sponsor. For full details and availabilities, call, write or wire—fast!

Television Programs of America, Inc.

477 MADISON AVENUE, N. Y. C. • PLAZA 5-2101

YOUR ADVANTAGE IN GPL PRODUCTS

GPL film equipment for television broadcasters is backed by more experience in motion picture equipment than any other supplier to the industry. GPL is part of the General Precision Equipment Corporation family, famous in motion picture equipment fields for Simplex commercial projectors and Ampro home projectors.

Through the GPE policy of coordinated precision technology, GPL's own capable staff is re-inforced with the technical know-how and facilities of its affiliates.

The results of this are known to the industry in the unique and widely accepted GPL 16 mm video recording camera, the GPL 16 mm and 35 mm monochrome telecine projectors, and now, superior color broadcast equipment.

As more program hours go to film, your station costs and profits will depend directly on your film equipment.

Right now — and the sooner the better — it will pay you to sit down with GPL engineers and discuss your film transmission problems. Here are the questions that confront you.

What are your maintenance costs? Operational efficiencies? Reliability? And, for your advertisers and audience — Quality?

And equally important — how does your present equipment fit into future plans? Color is coming. Will you be caught with your plans down?

GPL engineers will tell you about a new three-point long-range plan. It includes:

Iconoscope conversion
New Vidicon chains
Build-up for color

Start your survey today, of future needs. And call, write, or wire GPL for engineering consultation.

GPL

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Regional Offices: Chicago • Atlanta • Dallas • Pasadena

(A&A continues from page 32)

(Tues., 8-8:30 p.m. EST) for 26 weeks, effective April 5. Agency: Foote, Cone & Belding, L. A.

Regal Amber Brewing Co. (Regal Pale Beer), S. F., has bought half-hour of hour-long *Ozark Jubilee* on five ABC-TV regional California stations with additional markets being cleared. Stations: KABC-TV Los Angeles, KBAK-TV Bakersfield, KCCC-TV Sacramento, from Feb. 5; KGO-TV San Francisco, from Feb. 12, and KJEO (TV) Fresno, from Feb. 19. Contracts for 13 weeks.

NETWORK RENEWALS

Texas Co. (petroleum products), N. Y., renews *Texaco Sports Final* on 30 CBS Radio Pacific and Mountain stations (Mon.-Sat., 5:30-5:45 p.m. PST and 9:45-10 p.m. MST) for 52 weeks effective Feb. 28. Agency: Kudner Agency, N. Y.

George S. May Co. (business engineers), Chicago, renews *Championship Golf* from Tam O'Shanter Country Club on NBC-TV (Tues., 10:30-11 p.m., June 7-Aug. 30). Agency: M. M. Fisher & Assoc., Chicago.

AGENCY APPOINTMENTS

Colvert's (dairy), Ardmore, Okla., appoints Lowe Runkle Co., Oklahoma City, with Monty Mann, vice president, and Oscar Heuser, account executive, handling account. Radio-tv will be used.

Glasers Provisions Co. (foods), Omaha, appoints Allen & Reynolds, same city, with John Enis as account executive. Radio-tv will be used.

D. L. Clark Co. (Clark Bar, Coconut Bar, Zag Nut Bar candy), Pittsburgh, appoints Sullivan, Stauffer, Colwell & Bayles, N. Y.

S. B. Thomas Inc. (breads, muffins), Long Island City, N. Y., appoints David J. Mahoney Inc., N. Y., for Thomas Specialty Baked Products, effective April.

Ferber Corp. (Vu-Riter pens), Englewood, N. J., appoints Emil Mogul Co., N. Y.

Gibbs & Co. (foods), Baltimore, appoints Joseph Katz Co., same city, for Gibbs Pork & Beans, Catsup and canned vegetables.

Studebaker Dealers Assn. of Greater Boston appoints Oscar E. Rudsten & Assoc., same city.

Simplicity Pattern Co., N. Y., appoints Franklin Bruck Adv., same city.

Martinson Coffee Co., N. Y., names Anderson & Cairns, same city, for Aborn's coffees and teas. Victor Seydel is account executive.

Clicquot Club Co. (soft drinks), Millis, Mass., appoints Harold Cabott & Co., Boston.

Metal Foil Products Mfg. Co., Newark, N. J., appoints Storm & Klein Inc., N. Y.

Reo Motors Inc., Lansing, Mich., appoints Zimmer, Keller & Calvert Inc., Detroit, effective Feb. 26.

Olin-Mathieson Chemical Corp., Baltimore, appoints VanSant, Dugdale & Co., same city, for automotive products, industrial chemicals div., for anti-freezes and radiator chemicals.

Conmar Products Corp. (slide fasteners), Newark, N. J., has appointed Dowd, Redfield & Johnstone, N. Y., and John C. Dowd Inc., Boston.

Lake Murray Development Co. (housing development), Lake Park, Calif., has named Vignolle & Powell, L. A.

CLOSING of a contract by North American Airlines and WBBM Chicago calling for 40 one-minute spot announcements weekly for 52 weeks occasions this gathering. L to r: front, Arthur A. Fischer, president of Van Wood-Fischer, North American agency; Ross Hart and Jack Lewin, part-owners of NAA; Jack Boswell, eastern representative for WBBM; rear, Stan Weiss and Jim Fischgrund, part-owners of NAA, and John McCorkle, account executive for CBS Radio Spot Sales, WBBM national sales representative.

Nu-Trishus Products Corp. (foods), Chicago, has appointed Schwimmer & Scott, same city. Radio-tv plans being formulated.

Alsol Auto Wax, Newark, N. J., has named Hal Tunis Assoc., N. Y. Eric Bernay is merchandising executive; Hal Tunis supervising overall account. Radio-tv will be used.

AGENCY SHORTS

Womack, Craig & Webster Adv. Agency, Odessa, Tex., has become Womack Adv. Agency, effected by purchase by Kenneth Esmond, engineering firm operator and county surveyor of Ector County, of interests of T. Bruce Craig and Rex Webster. Mr. Esmond will devote only portion of time to agency.

McCurry-Gunn, Norfolk, Va., formed at Suite 121, Franklin Bldg., 702 Duke St., with Courtenay E. McCurry, formerly manager, Norfolk branch, Cabell-Eanes Inc., Richmond, Va., president; John L. Gunn Jr., formerly with Cabell-Eanes Norfolk branch, vice president in charge of production, and June Hopkins, formerly with Cabell-Eanes Norfolk branch, secretary-treasurer.

A&A PEOPLE

William W. Kight, vice president, Kight Adv. Inc., Columbus, Ohio, elected president, succeeding **W. H. Kight,** deceased.

William Philip Smith, radio-tv director, **Robert W. Mickam,** secretary, and **Norman S. Lampert** elected vice presidents, Charles W. Hoyt Co., N. Y.; **James R. Roberts** succeeds Mr. Mickam.

MR. SMITH

John L. McQuigg to J. Walter Thompson Co., Detroit, as vice president and account supervisor effective tomorrow (Tues.).

George W. Stokes, account executive and planning board member, MacFarland, Aveyard & Co., Chicago, elected vice president.

Al Frances, formerly with Nathan Fein Adv., N. Y., to Wexton Adv., same city, as vice president in charge of fashion and textile division.

M. A. Reilly, vice president, Thomas J. Lipton Inc. (foods), Hoboken, N. J., appointed vice president in charge of marketing, supervising sales and advertising; **Harold L. Suttle,** general sales manager, appointed vice president in charge of sales; **William B. Smith,** advertising director, appointed vice president in charge of advertising.

John C. Cornelius, retired executive vice president in charge of western office, BBDO, N. Y., named director, Rexall Drug Co., L. A.

Stephen W. Pozgay, formerly general manager, WTVP (TV) Decatur, Ill., appointed tv director and account executive, Biddle Adv. Co., Bloomington, Ill.

MR. POZGAY

Eldon E. Fox, advertising manager, Minneapolis-Honeywell Regulator Co. (automatic controls), Minneapolis, promoted to newly-created position, director of advertising and sales promotion.

Arnold C. Shaw, vice president, Glenn Adv. Inc., Fort Worth, Tex., appointed manager of newly-opened Houston office, 1015 Sterling Bldg.

MR. SHAW

Alan S. Lee, formerly writer-director, Kling Studios Inc., Chicago, appointed to newly-created post, radio-tv production supervisor, Russel M. Seeds Co., same city.

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Cana. Scott Paper Zenith Norcross		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt. with People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Ciba Horizons			
9:30	Revlon Pantomine Quiz	Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly-News		7:15-7:30 Miles Labs. Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		
8:45				RCA Amer. Chicle Speidel Caesar's Hour
9:00	*Focus* F	Philip Morris alt. wks. P&G I Love Lucy F		
9:15				Dow Chemical Medic F
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	
9:45				
10:00				Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
10:15		Westing-house Studio One L		
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia Life with Father	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour	Nash-Kelvinator alt. wks. Revlon Danger		Truth or Consequences P. Lorillard L
10:00	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

WED

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	*Kukla, Fran and Ollie*
7:15	Tide Water Oil Daly-News
7:30	American Motors American Dairy Derby Foods Disneyland
7:45	
8:00	Liggett-Myers The New Stu Erwin Show
8:15	
8:30	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party
8:45	Sheaffer Pen Co. Who Said That?
9:00	
9:15	
9:30	
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				*Princeton '55* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45	Quaker Oats (Tu & Th)			
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		General Mills, Fri. Ding Dong School L Gerber Prds. Thursday
10:15				Borden Co. Way of the World L
10:30				*Shellah Graham Show* L
10:45				
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L
11:30				
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		Gen. Foods Portia Faces Life		
1:15		P&G Road of Life		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		
10:45				
11:00	Ralston Purina Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		Funny Boners L
11:15				
11:30		Campbell Soup Abbott & Costello		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

SATURDAY

	NBC
1:30 PM	
1:45	
2:00	
2:15	
2:30	*Happy Felton's Spotlight Gang* L
2:45	
3:00	Paul Winchell Show Tootsie Rolls L
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

DuMONT	NBC	ABC	CBS	DuMONT	NBC
				Walter H. Johnson & Co. Capt. Video	
Co-op Capt. Video		*Kukla, Fran and Ollie*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:15-7:30 Miles Labs. Morgan Beatty and the News		*John Daly News*			
	Coca-Cola Eddie Fisher L	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
	Plymouth News Caravan L		Gen. Electric Jane Froman		Camel News Caravan L
	GE I Married Joan F	Soldier Parade L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
	Scott My Little Margie F	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
	Kraft Foods Television Theatre L	Brillo Star Tonight		DuMont Labs What's the Story	Chesterfield Dragnet F
		Pond's Extract Pond's Theatre	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse	*One Minute Please*	Ford Theatre F
	Hazel Bishop This Is Your Life (alt. wk.) P&G		Philip Morris Public Defender F		Lever Bros. Lux Video Theatre L
	Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F		Carter Prods Alt. Whitehall Name That Tune L		

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Co-op Capt. Video	
Tide Water Oil Daly-News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
	Ligg. & Mys. Perry Como L		Camel News Caravan L
Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
Lehn & Fink Ray Bolger L	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
	Brown & Williamson The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
	American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person	Western Union Teleg. Co. (alt. wks.) Down You Go	TBA
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
	Wrigley Gene Autry Show		*Mr. Wizard* F
Compass	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
The Dotty Mack Show	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
			Toni Co. So This Is Hollywood L
Ozark Jubilee L	P. Lorillard Two for the Money L		J. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
	P&G alt. wks. Simmons My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
Gemex The Stork Club	Helene Curtis Inc. Professional Father	Co-op Wrestling from Chicago	Geo. Gobel Show Armour (alt.) Pet Milk L
	General Mills Willy F	11:05 Boyle-Midway Sports Showcase	Am. Tobacco Warner Hudnut Your Hit Parade L
		Co-op Wrestling from Chi	

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
Face the Nation		*Youth Wants To Know* L
Now and Then		*Background* L
Literature	Johns Hopkins Science Review	*American Forum* L
The American Week		Serutan Co. Juvenile Jury
The Search		Quaker Oats Zoo Parade L
Symposium of Canad. Nat. Paper Corp. Dr. Smith Omnibus		Hall Bros. Hall of Fame L
		Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)	All About Baby (see footnote)	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		*The Greatest Gift* L
	Colgate Big Payoff MWF Big Payoff Sus. Tu., Thurs.	Co-op Paul Dixon Show	P&G Golden Windows L
	Bob Crosby (See footnotes)		*One Man's Family* L
	P&G The Brighter Day		P&G L Concerning Miss Marlowe
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		*Hawkins Falls* L
	P&G On Your Account 4:30-5		First Love Jergens Co. L
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15		Frnch. Mstd World of Mr Sweeney L
			Modern Romances Col.-Pal. L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	What in the World		
	Youth Takes a Stand		
	Maytag Co. Amana Refrigeration, Inc. Big Ten Basketball Games		*NBA Professional Basketball Games*

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Converted Rice

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-45 a.m. M. & W. Bristol Myers, Tu. & Thu. Frigidaire.
10:45-11 a.m. M. & W. Scotch Tape [Exp. 2/16], Tu. & Thu. Kellogg.
11:00-11:15 a.m. M. & W. Lever Bros., Tu. & Thu. Toni.
11:15-30 a.m. M.—Thu. Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson, Fri. Doeskin Prod.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu. Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Alt. wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Mon.-Fri. "Howdy Doody" 5:30-6 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

BROADCASTING TELECASTING

February 14, 1955

So There You Are

And there he is, right where he belongs, in the TOP TEN and getting bigger every week.

The George Gobel Show on the evening of January 8 was seen in 13,184,000 homes, according to the latest Nielsen Reports.

You can't very well call him Lonesome George, either — he's surrounded by friends from NBC. Of the ten evening programs that drew the greatest audiences, NBC has six — twice as many as the second network. One of them was the Max Liebman Spectacular "Good Times," which reached 12,596,000 homes to maintain the consistent Top Ten ratings that the NBC 90-minute color shows are achieving.

And the highest rated show of all during the two week period was an NBC Special Event — the Rose Bowl Game. This New Year's Day feature won a rating of 55.5 and was seen in 17,072,000 homes — the largest audience ever to witness a sports event.

In the daytime the pattern was the same . . . impressive new achievements by NBC shows. Pinky Lee's latest rating is 15.6, highest in its history; World of Mr. Sweeney scored 11.3, in its first Nielsen rating; Modern Romances reached 10.9, another peak mark. In all, 6 NBC daytime programs vaulted to new highs.

And "Tonight" wrapped up each broadcast day by delivering advertisers an average of more than a million homes for each half-hour segment.
So There You Are!

Exciting Things Are Happening On

NBC

Television

a service of RCA

NBC Shows in the Top Ten

Groucho Marx—You Bet Your Life	14,262,000 homes
The Buick-Berle Show	13,248,000 homes
Dragnet	13,188,000 homes
The George Gobel Show	13,184,000 homes
1955 Variety Show	13,165,000 homes
Max Liebman Presents "Good Times"	12,596,000 homes

An NBC Special

Rosebowl Game	17,072,000 homes

Source: *Nielsen first January report, 1955. All data verified by A. C. Nielsen Co.*

Alan B. Miller Jr., formerly creative director, Weiss & Geller Inc., Chicago, to Grove Labs Inc. (hair preparations), St. Louis, as manager, newly-created new products department.

Lee-Murion Rosseau appointed public relations manager in charge of publicity, advertising and news releases, Jersey Speciality Co., Little Falls, N. J., headquartering in N. Y.

Louis Menna, Foote, Cone & Belding, N. Y., and **James Clark,** Cecil & Presbrey (now defunct), same city, to Benton & Bowles, N. Y., as art directors.

Robertlee Holley, formerly principal in own Rockford, Ill., agency, to Strand, Moore & Strand, Kankakee, Ill., as account executive.

Murray Firestone returns to Ralph A. Hart Adv., Phila., as account executive and copy consultant.

Robert Winternitz, Robert Winternitz Adv., N. Y., to J. Walter Thompson Co., same city, as account representative.

Joseph A. Larkin, copywriter, Arndt, Preston, Chapin, Lamb & Keen Inc., Phila., promoted to assistant account manager.

Herbert W. Julien, advertising manager of four J. C. Penney Co. department stores in Minneapolis, to Northrup, King & Co. (seed wholesalers), same city, as assistant to marketing-advertising director.

Neal O'Connor, plans-merchandising dept., N. W. Ayer & Son, Phila., to N. Y. office service staff.

Burt Schultz returns to publicity-promotion dept., Benton & Bowles, N. Y.

Robert W. Straughn to creative dept., Ross Roy Inc., Detroit.

Jeanne A. Doyle, formerly with WGY Schenectady, N. Y., to tv-radio writing staff, Betteridge & Co., Detroit.

Bruce P. Mattoon, research dept. and media analysis assistant, Wilson, Haight, Welch & Grover Inc., Hartford, Conn., promoted to spacebuyer.

Margie Shields, assistant art coordinator, Foote, Cone & Belding, N. Y., is retiring.

Edwin W. Goat, assistant vice president in charge of advertising, Bowery (N. Y.) Savings Bank, elected president, New York Financial Advertisers.

Oscar Heuser, account executive, Lowe Runkle Co., Oklahoma City, named Oklahoma City's "Outstanding Young Man of 1954" by Oklahoma City Junior Chamber of Commerce.

Howard G. Sawyer, vice president in charge of plans and marketing, James Thomas Chirurg Co., Boston, will address Toronto chapter, National Industrial Advertisers Assn. Feb. 17 at Royal York Hotel on "How to Use Readership Rating Studies to Improve Industrial Advertising."

Edwin Wirsing, advertising director, Union Bank & Trust Co., L. A., and Mrs. Cecelia Harden were married Jan. 27.

Fred Willson, account executive, Russel M. Seeds Co., Chicago, father of boy, Peter James; **Dick Trentlage,** copywriter, father of girl, Linda Lou.

6 STATIONS ADDED TO VITAPIX GROUP

ADDITION of six new station clients to the Vitapix Corp. line-up was announced Thursday by John D. Fetzer, chairman of the board, at a general stockholders meeting in New York. Total number of Vitapix stations now is 53.

New station clients are: WGN-TV Chicago, WGAL-TV Lancaster, WMCT (TV) Memphis, WSPD-TV Toledo, WXEL (TV) Cleveland and WGBS-TV Miami.

The stockholders meeting, the first since completion of a working arrangement with Guild Films Co. [B•T, Oct. 25, 1954], also was marked by the election of officers and members of the board of directors to serve for a one-year period. Officers re-elected were Mr. Fetzer, Fetzer Stations, chairman of the board; Kenyon Brown, KWFT-TV Wichita Falls, Tex., president, and Joseph E. Baudino, Westinghouse Broadcasting Co., vice president. Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson, Washington, D. C., was elected secretary-treasurer. The election of Edward E. Hall as executive vice president and general manager was confirmed by the board.

The new board consists of Messrs. Fetzer, Brown, Baudino and Hall, and Charles Crutchfield, WBTV (TV) Charlotte; William Fay, WHAM-TV Rochester; Edward Wheeler, WWJ-TV Detroit; Reub Kaufman, Guild Films Co.; Richard A. Borel, WBNS-TV Columbus; C. Howard Lane, KOIN-TV Portland, Ore.; J. Leonard Reinsch, James M. Cox Stations; Clair R. McCollough, Steinman Stations; George B. Storer Jr., Storer Broadcasting Co.

Reports were made to the meeting by Messrs. Fetzer, Brown, Hall, O'Bryan and Kaufman, and Temple Seay of Dow, Lohnes & Albertson.

Guild Films held a cocktail party for Vitapix stockholders at the conclusion of the meeting. In attendance were several Guild Films personalities, including Molly Berg of *The Goldbergs;* Ina Ray Hutton, who will launch a new tv show, and George Liberace.

Vitapix Corp. is owned solely by its station members. Under its agreement with Guild Films, Vitapix is responsible for station relations, time and time clearance, and Guild handles firm production, sales, distribution and service functions.

Six Exhibitor Groups Named In Suit to Free Films for Tv

MOTION by U. S. Justice Dept. to add six exhibitor organizations as co-conspirators in the Los Angeles U. S. District Court anti-trust suit to force release of films for tv [B•T, Jan. 31], last week was granted by District Judge Harry C. Westover, over the objection of Homer I. Mitchell, attorney for Warners, 20th Century-Fox and Universal-International, three previously named defendants.

Entered as co-conspirators with 11 theatrical motion picture production and distribution firm defendants are Allied States Assn. of Motion Pictures Exhibitors, Independent Theatre Owners Assn., Metropolitan Motion Picture Theatres Assn., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations. Theatre Owners of America was named in this category when the suit was filed July 1952 [B•T, July 28, 1952].

Judge Westover told Mr. Mitchell he could make a plea for a later trial date on March 10 when the Justice Dept. presents its documentary evidence.

Turnabout

A FILM prepared by WPTZ (TV) Philadelphia, "Miracle on the Delaware," is scheduled to be shown at a downtown Philadelphia movie house and later in the neighborhood movies of the Stanley-Warner circuit. The 16-minute film, available for national distribution through WPTZ and Free & Peters, describes the greater Philadelphia trading area and is the station's "contribution to the advancement of the greater Philadelphia area through greater knowledge and understanding," according to Rolland V. Tooke, station general manager.

3 Al Capp Pilot Films Commissioned by Ford Group

THREE 15-minute pilot films starring cartoonist Al Capp have been commissioned by the Fund for the Republic, New York, a civil liberties organization established in 1952 through a $15 million grant from the Ford Foundation. The films are a phase of an experiment now underway to determine ways in which television can be used, W. H. Ferry, vice president of the fund, said.

It has not yet been decided whether or not the Capp films will be released to tv, according to Mr. Ferry, who stated that a number of ideas for use of the medium are being considered.

An hour film version of Dr. Robert Oppenheimer's appearance with Edward R. Murrow on Mr. Murrow's *Person to Person,* CBS-TV, is currently being distributed free to colleges and organizations by the fund, Mr. Ferry said.

Four Star to Produce Three Series in Hollywood

FOUR STAR Productions Inc. has allotted $3.3 million for the production of three tv filmed series in Hollywood, it was announced last week by the board of directors. The 1955 schedule will include 110 half-hour film programs, divided into three series, consisting of *Four Star Playhouse, The Star and the Story* and *Stage 7.*

The production organization, formed three years ago with headquarters in the RKO Pathe Studios in Culver City, Calif., is a partnership of actors Dick Powell, David Niven, Charles Boyer and executive producer Don W. Sharpe. In the cast of *Four Star Playhouse,* Messrs. Boyer, Niven and Powell function as the producers of those programs in which they star.

Lewis & Martin Films Inc. Holds Agency Film Seminars

SEMINAR of tv film commercial production has been started for Midwest advertising agencies by Lewis & Martin Films Inc., Chicago.

The first agency to take advantage of the sessions was Ruthrauff & Ryan. Herschell Lewis, partner in the film firm, discussed fundamental problems using representative films and slides. A booklet prepared by Mr. Lewis citing questions and answers on commercial film production was distributed to about 30 agency tv account executives.

Let's see who's

DOMINANT

in the PORTLAND-MAINE-MARKET

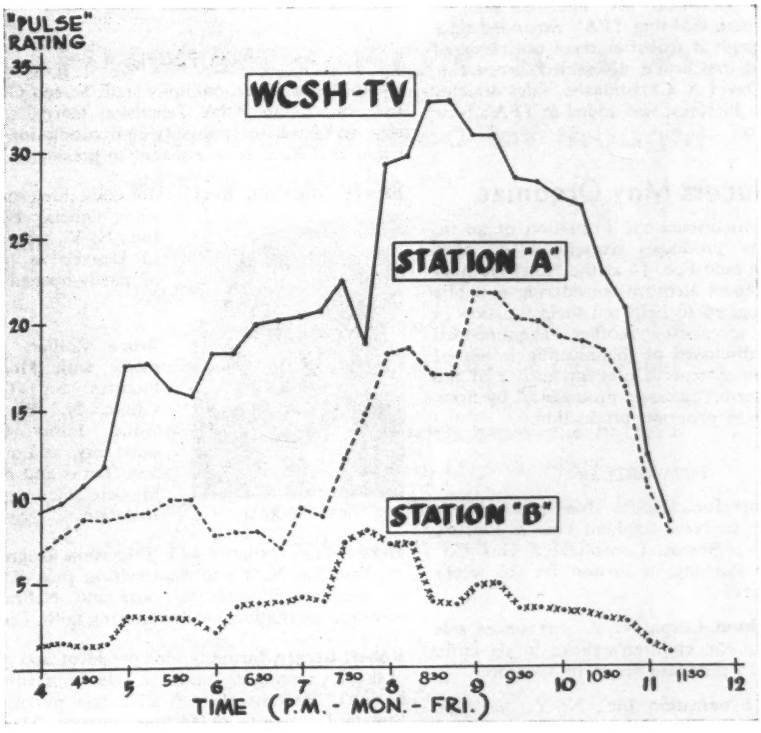
During the 7-day period November 15-21, 1954 PULSE measured the television audience in the 14-county (*) service area of WCSH-TV, producing comparative ratings as shown on the graph below. Hours indicated are within period when all three vhf stations in the area were telecasting.

IN ADDITION:

10 of the top 15 once-a-week shows are on WCSH-TV

8 of the top 10 multi-weekly shows are on WCSH-TV

NBC - DuMont
Affiliate



WCSH-TV
CHANNEL 6
PORTLAND

(*) Maine counties: Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York.

New Hampshire counties: Belknap, Carroll, Coos, Strafford.

REPRESENTED NATIONALLY BY
WEED-TELEVISION

Insurance Protection Given With Purchase of AAP Shows

BLANKET insurance policy, protecting both stations and sponsors against any claims that may arise in connection with films released by Associated Artists Productions, New York, has been acquired by AAP. Acquisition of the policy, which runs for a year and covers claims up to $250,000, was announced by Eliot Hyman, president of AAP.

The insurance protects all stations, sponsors and advertising agencies against such claims as infringement, invasion of rights of privacy, defamation, slander, libel, and violations of copyright. In addition to the films and sound tracks, it covers advertising and merchandising materials used in connection with the films.

Frackman Joins TPA

ROBERT J. FRACKMAN has joined Television Programs of America, New York, as an account executive, Michael M. Sillerman, executive vice president of TPA, announced last week. Mr. Frackman, formerly an independent packager, is the 50th account executive to be added to the TPA staff, Mr. Sillerman said.

Mr. Sillerman said that TPA's expanded sales staff will permit it to better meet an increased demand for the firm's diversified properties. Last week David A. Christianson, sales director for Rainbow Pictures, was added to TPA's New Orleans office.

Tv Producers May Organize

MEETING to discuss the formation of an independent tv producers association of New York will be held Feb. 16 at the Hotel Gotham there. Packagers also are considering a public relations program to help sell their function in radio-tv to sponsors. Another recommended plan to be discussed at the meeting is use of a recognition system to prevent misuse of the descriptive term, "package producers," by firms not actually in program production.

FILM SALES

Official Films Inc., N. Y., has sold *This Is Your Music* to New England Gas & Electric Co. and div., Boston Consolidated Gas Co., Boston, for showing in Boston for 26 weeks effective March 6.

Atlas Television Corp., N. Y., announces sale of *Captain Z-Ro,* children's show, in six cities and option to purchase series in 10 more.

ABC Film Syndication Inc., N. Y., has sold *The Playhouse* to R.A.I. Italy for showing over entire Italian Network, for first foreign sale of program. R.A.I. plans to start dubbing shows immediately.

FILM PRODUCTION

CBS-TV *You Are There* is being filmed at Hal Roach Studios, Culver City, Calif., with first episode, "The Completion of the Transcontinental Railroad." Bernard Girard is director; James Fonda, producer.

Matthew Rapf is producing pilot film of *The Inside Dope,* new half-hour tv series, for NBC-TV at Hal Roach Studios, Culver City, Calif. Format concerns rivalry between Bill Goodwin and Shawn Smith, who work for competing newspapers, with Cliff Arquette portraying oldest living copyboy. Pilot was created and written by Milt Josefsberg.

RANDOM SHOTS

Association Films Inc., N. Y., is offering tv stations booklet, "Free Films for Tv," describing 92 public service films available free, obtainable from firm's Tele-Div., 374 Madison Ave., or from company's regional film exchanges in Chicago, Dallas, S. F. and Ridgefield, N. J.

Parsonnet-Wheeler Inc. (production), N. Y., has opened new offices at 32 W. 53d St.; telephone: Plaza 3-6658.

CBS-TV announces sales of Winky Dink Kits in conjunction with *Winky Dink and You* have reached two million mark. Kits enable children at home to participate actively in program.

Screencraft Pictures Inc., N. Y., moves to 15 W. 44th St.; telephone: Murray Hill 7-5011. Film shipments still should be directed to firm at Rm. 1000 A, 630 9th Ave.

Telecast Films Inc., N. Y., has moved to 247 W. 46th St.; telephone remains Judson 6-5480.

Gothic Films Inc., N. Y., changes name to Gothic Corp. and adds public relations and sales relations department.

FILM PEOPLE

Lynn Marks Alper, publicity staff, Screen Gems Inc., N. Y., to Atlas Television Corp., same city, in charge of publicity and promotion on *Captain Z-Ro* and as assistant to president.

Barney MacKall, Rocky Mountain area manager, Official Films Inc., N. Y., transfers to Denver as head of newly-opened office.

MR. MacKALL

Bruce Collier, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as Louisiana, Texas and New Mexico sales representative.

Herb Miller, formerly with Television Programs of America, N. Y., to Sportsvision Inc., S. F., as southern Illinois, Missouri and Nebraska sales representative, headquartering in St. Louis.

Robert Berger, formerly vice president and general sales manager, Standard Television (distribution), Beverly Hills, Calif., has purchased Standard interests of former partner, **Marcus Loew II.**

Thomas A. Beemer, salesman, Ziv Television Programs Inc., N. Y., and **Howard M. Lloyd** to sales staff, NBC Film Div., Hollywood.

Burt Lambert, assistant sales director, WNEW New York, to sales staff, Ziv Television Programs Inc., N. Y., in executive capacity.

Earl Bennett to cutting and editing dept., United Productions of America, Burbank, Calif.

Osmond Evans, animator, Raphael Wolff Studios, Hollywood, to United Productions of America, Burbank, Calif., in same capacity.

Dave Savage, station relations director, Guild Films Co., N. Y., conducting "Motion Pictures for Television" course, School of General Education, New York U.

NARTB Planning School Association

New group will seek to better college training for the broadcast profession. Formation is set for NARTB Washington convention in May.

A NEW organization to promote college training for the broadcast profession will be set up at the NARTB Washington convention during the week of May 22. Plans for the unit, to be known as Assn. for Professional Broadcasting Education, were drawn up after a two-day meeting held last week in Washington.

Taking part in the project are NARTB, through its new Educational Committee [B•T, Jan. 31], and organized educators. Objectives are:

"To enhance the quality and service of broadcasting to the American public.

"To improve, continually, the capabilities and understanding of those entering the broadcasting profession.

"To provide adequate facilities for exchanging information and for bringing together those in the industry and those in education for their mutual benefit.

"To facilitate employment for those who meet the standards of the educational institutions and of the industry."

NARTB, representing stations and networks, and colleges offering broadcast education courses will be members of APBE. A board of directors representing each group equally is to be formed.

Previously the NARTB board had authorized discussions with the University Assn. for Professional Radio Education, granting $5,000 for the project. The latter organization's members will consider the plan during the next three months.

At the Washington meeting last week were: NARTB—Herbert L. Krueger, WTAG Worcester, Mass., chairman, and Lee Ruwitch, WTVJ (TV) Miami, and Rex Howell, KFXJ-AM-TV Grand Junction, Colo., for the Education Committee;

"THIS is a tribute to an ideal, not a man," said John E. Fetzer (r) head of Fetzer stations, as he received a bound copy of the first NARTB Tv Code from President Harold E. Fellows. Mr. Fetzel retired from the NARTB Tv Code Review Board after serving as chairman since its organization in 1952. The presentation was made Jan. 28 following the NARTB board meet in Hollywood Beach, Fla. [B•T, Jan. 31].

Harold E. Fellows, president, and Ralph W. Hardy, vice president.

For educators: Leo A. Martin, Boston U; Sydney Head, U. of Miami (Fla.), and Russell Porter, U. of Denver. Institutions belonging to UAPRE include U. of Alabama, Baylor U., Boston U., College of the Pacific, U. of Denver, U. of Illinois, Indiana U., U. of Kentucky, U. of Miami, Michigan State College, Northwestern U., U. of Oklahoma, U. of Southern California, Syracuse U., Temple U., U. of Texas, Texas Western College, U. of Tulsa and U. of Washington. All will be invited to the May organization meeting.

Radio Still 'Best Buy,' Hollywood Ad Club Told

FLEXIBILITY is one of the most important things radio has to offer, Guy della-Cioppa, CBS Radio vice president in charge of network programs in Hollywood, told the Hollywood Ad Club last Monday. "If you have belief in radio and take time to study it, it will continue to be the best buy in the country," he declared.

William D. Shaw, general manager of the Columbia Pacific Radio Network and KNX Hollywood, previously quoted from the scheduled talk of John Karol, CBS Radio vice president in charge of network sales [B•T, Feb. 7]. Mr. Karol's plane was grounded by stormy weather in Florida.

In a summary of Mr. Karol's scheduled talk, Mr. Shaw declared both national and local radio will prosper in 1955, because the medium makes possible frequency at low cost. And more and more, he said, the marketing of goods and services demands repetition of "reason why" advertising. Repetition, he emphasized, is still a hallmark of good, sound advertising.

Industry Groups Present Recommendations to NCAA

NATIONAL Collegiate Athletic Assn. Television Committee was presented with recommendations Thursday from representatives of tv networks, agencies and athletic organizations for inclusion in the 1955 NCAA television plan. They appeared at a hearing in New York to which the officials had been invited.

The committee is expected to analyze these recommendations, in addition to those voiced by NCAA delegates at the last convention [B•T, Jan. 10], and draft the 1955 plan. It is anticipated the plan will be forwarded to the NCAA membership for approval in a mail referendum within two months.

South Carolina Broadcasters Elect Frank Best President

FRANK B. BEST, WDIX Orangeburg, has been elected president of South Carolina Radio & Tv Broadcasters Assn., succeeding C. Wallace Martin, WMSC Columbia. Other officers elected were Ennis Bray, WJAN Spartanburg, vice president, and T. Doug Youngblood, WFIG Sumter, re-elected secretary-treasurer. Charles A. Batson, WIS-TV Columbia, was appointed legislative chairman.

The South Carolina group will name sports and freedom of information committees to cooperate with NARTB's activities in these fields. A resolution was adopted in tribute to Horace L. Lohnes, of the law firm of Dow, Lohnes & Albertson, who died Dec. 23, 1954.

NBA Annual Meeting April 15

ANNUAL meeting of Nebraska Broadcasters Assn. will be held April 15 at Hotel Madison, Norfolk, Neb. The association is now in its 21st year, having been formed in 1934 as Missouri Valley Broadcasters Assn. Harry Burke, KFAB Omaha, is president, with Max Young, KSID Sidney, vice president, and Gordon C. Pentz, KWBE Beatrice, secretary-treasurer.

HUNGRY FOR SALES?

— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 21. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 447,938 "able to buy" homes in Western New York State plus a bonus of 407,619 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru

WGR-TV

CHANNEL 2 BUFFALO

NBC · BASIC

REPRESENTATIVES — Headley-Reed

In Canada — Andy McDermott-Toronto

Cheverton Heads News Assn.

DICK CHEVERTON, news and public affairs director, WMT-AM-TV Cedar Rapids, Iowa, was elected president of the Northwest Radio-Tv News Assn. at its meeting held concurrently with the U. of Minnesota Radio-Tv News Short Course. Other officers named were: William McGivern, KSTP Minneapolis, vice president; George Brooks, news director, KSUM Fairmont, Minn., secretary-treasurer; Arthur J. Smith, manager of KVTV (TV) Sioux City, Iowa, director, and Jim Bormann, news director of WCCO Minneapolis, director.

NRTNA awarded WCCO a trophy for excellence of news and public service programs. KSOO Sioux Falls, S. D., was the second place winner and KLPM Minot, N. D., was third. Jerry Uhrhammer, senior in the U. of Minnesota School of Journalism, was awarded the association's annual scholarship.

New York NAACP Backs Tv Blackout by Negroes

FEB. 26 BLACKOUT of tv viewing by colored people [B•T, Feb. 7] is being conducted by the New York branch of National Assn. for the Advancement of Colored People, according to Henry Lee Moon, public relations director at the national NAACP headquarters in New York.

Scheduled 8:30-10:30 p.m., the blackout is designed to be a "dramatic demonstration of protest" against inability of Negro artists to obtain their share of roles in tv shows and to display the importance of the Negro market. NAACP feels few programs show the normal ratio of colored people in incidental roles such as police, cab drivers, nurses, bus drivers and others.

TRADE ASSN. SHORTS

Academy of Television Arts & Sciences' seventh annual "Emmy" awards dinner will be held March 7 at Moulin Rouge, Hollywood. Steve Allen, NBC-TV *Tonight*, set to emcee 90-minute event on NBC-TV, 8:30-10 p.m. PST.

BMI RADIO CLINICS TO BEGIN FEB. 23

Many sessions will coincide with meetings of state broadcaster associations. Clinics will run through April 22 and then reconvene June 13, allowing broadcasters time to attend the NARTB convention in May.

BMI is set to launch its 1955 series of radio program clinics on Feb. 23, on which date sessions will be held simultaneously in Seattle and Little Rock.

Glenn Dolberg, vice president in charge of station relations, reported that about 118 broadcasters from all parts of the country have volunteered their services as speakers for the clinics. He noted that the dates of many of the sessions coincide with meetings of state broadcaster associations in the respective states.

Sets of two traveling teams will serve as BMI speakers, joined by other speakers in states as booked. The clinics will continue uninterrupted until April 22, when all dates will have been covered except for the Rocky Mountain states, where sessions will begin on June 13. The hiatus will be during the period when many broadcasters will be attending the NARTB convention in Washington in late May, according to Mr. Dolberg.

The clinics will cover all areas of radio programming. Some of the topics to be explored by speakers and executives in attendance will be the use of local news; daytime and nighttime programming; public service and special events and sports programming; service to rural audiences, and the importance of commercial copy.

"Drawing upon the past four years of clinic experience," Mr. Dolberg stated, "we are doing everything possible to make the 1955 series of BMI clinics even better than previous years. Since clinic agenda and subject matter are planned to provide helpful information to management and station personnel alike, we urge advance planning so that many from each station may avail themselves of the opportunity of one full day of clinic talks and discussions. It is now history and fact that radio management and employes help themselves by broad exchange of ideas, imaginative thinking and radio know-how."

SCHEDULE OF BMI CLINICS

Alabama, Birmingham, Feb. 28 (Tutwiler Hotel)
Arizona, Tucson, March 4 (Hotel Santa Rita)
Arkansas, Little Rock, Feb. 23 (Marion Hotel)
California, Los Angeles, March 2 (Ambassador Hotel)
California, San Francisco, Feb. 28 (Clift Hotel)
Colorado, Glenwood Springs, June 17 (Hotel Denver)
Florida, Tampa, April 1 (Floridian Hotel)
Georgia, Atlanta, March 2 (Dinkler-Plaza Hotel)
Idaho, Twin Falls, June 13 (Turf Club)
Illinois, Springfield, March 23 (Leland Hotel)
Iowa, Davenport, March 18 (Blackhawk Hotel)
Kansas, Salina, April 17 (Hotel Lamer)
Kentucky, Louisville, March 30 (Brown Hotel)
Louisiana, New Orleans, March 11 (Roosevelt Hotel)
Maine, Bangor, April 22 (Bangor House)
Maryland-D. C., Baltimore, March 21 (Emerson Hotel)
Massachusetts, Boston, April 20 (Hotel Somerset)
Michigan, Jackson, March 16 (Hotel Hayes)
Minnesota, Detroit Lakes, June 17 (Edgewater Beach Hotel)
Mississippi, Jackson, Feb. 25 (Heidelberg Hotel)
Missouri, Springfield, March 16 (Colonial Hotel)
Montana, Great Falls, June 14 (Rainbow Hotel)
Nebraska, Lincoln, March 21 (Cornhusker Hotel)
New Mexico, Albuquerque, March 8 (Alvarado Hotel)
New York State, Utica, April 18 (Hotel Utica)
North Carolina, Durham, March 7 (Washington Duke Hotel)
Ohio, Cincinnati, March 18 (Netherland Plaza Hotel)
Oklahoma, Oklahoma City, April 15 (Skirvin Hotel)
Oregon, Portland, Feb. 25 (Multnomah Hotel)
Pennsylvania, Hershey, March 23 (Hershey Hotel)
South Carolina, Columbia, March 4 (Columbia Hotel)
Tennessee, Nashville, March 28 (Andrew Jackson Hotel)
Texas, Dallas, March 10 (Hotel Adolphus)
Utah, Salt Lake City, June 15 (Hotel Utah)
Virginia, Roanoke, March 9 (Patrick Henry Hotel)
Washington, Seattle, Feb. 23 (Benjamin Franklin Hotel)
West Virginia, Clarksburg, March 11 (Stonewall Jackson Hotel)
Wisconsin, Milwaukee, Mrach 25 (Plankinton Hotel)

STATION protection factors, farm and religious programming, and fixed, extended operating hours were among subjects reviewed by the Daytime Broadcasters Assn.'s board of directors in Chicago Jan. 25-26, under direction of DBA President Ray Livesay (seated, second from l), WLBH Mattoon, Ill. Officers and directors on hand included these daytime station operators (l to r): seated, Ralph L. Weir Jr., KJCK Junction City, Colo.; Mr. Livesay; George Volger, KWPC Muscatine, Iowa, DBA secretary; Joe M. Leonard Jr., KGAF Gainesville, Tex.; standing, Morris Mindel, KGST Fresno, Calif.; R. W. Olson, KWOA Worthington, Minn.; George B. Anderson, KJSK Columbus, Neb.; Ralph E. Shepard, KWOA, and George W. Dodds, WGGH Marion, Ill. DBA passed a resolution asking FCC to consider station protection on basis of community-area coverage instead of signal strength. [B•T, Jan. 31].

'Eddie Cantor Radio Show' Sold to Five More Stations

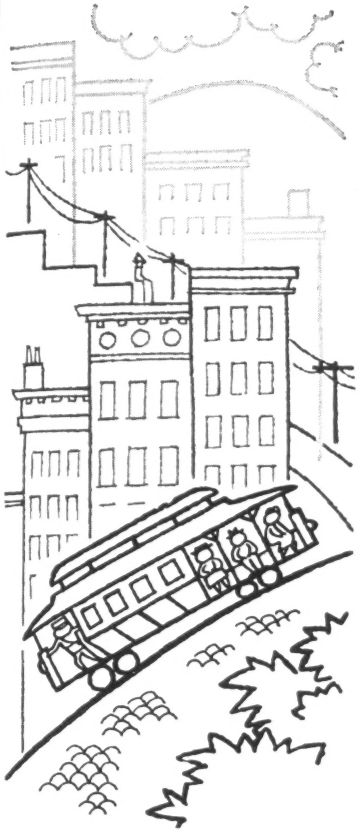
NEW sales of *The Eddie Cantor Radio Show* to five major market stations were announced last week by Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co.

The five-day-a-week, half-hour variety program was sold to WCAU Philadelphia, WHEC Rochester, N. Y., WSB Atlanta, WGBS Miami and WMAL Washington. According to Mr. Unger, a wide classification of advertisers is sponsoring the Ziv program in these markets. Rochester Gas & Electric Co. is sponsoring three half-hours a week on WHEC; Star Seat Cover Co. and Miami Lock & Hardware Co. are co-sponsoring two half-hours a week on WGBS and Puritan Mills is on a spot participation basis with the program on WSB. Earlier sales of the Cantor radio show included WAIT Chicago, CKLW Detroit and KOOL Phoenix, Mr. Unger said.

Bay Area Tv Service Offered

SAN FRANCISCO Bay area advertising agencies are being offered by E. Rook Assoc., telecasting services to the advertising trade, part or fulltime services of tv technicians to supervise in-the-studio commercial operations or other services for which the agency does not feel that it needs its own personnel. The firm is at 1467 Clayton St., San Francisco.

to cover the
SAN FRANCISCO
Bay area...



... use one of
America's 2
GREAT independents!
KYA
The Personality Station
... 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6000
CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

New Program Packaging Firm Started by Martin Stone

MARTIN STONE, president of Kagran Inc., who sold the controlling interest of the company to NBC-TV (including the *Howdy Doody* show) for a reported half-million dollars, has formed a new firm to be known as Stone Assoc. with offices located at the Plaza Hotel in New York.

The new firm will be a program package and merchandising organization. The company will handle merchandise (apparel, games, etc.) for tv comic Jackie Gleason, its first client. Other clients are to be named soon.

Alan Stone, brother of Martin Stone and former vice president of Kagran Inc., has resigned to join Stone Assoc. Eddie Kean, script writer on the *Howdy Doody* show, will also be associated with the new firm.

Tv Fashion Service Formed As All-Modern Dress Agency

A NEW television rental organization, Tv Fashion Service, was formed last Monday, claimed to be the first all-modern dress rental company for shows and commercials featuring women performers.

The new firm rents its products—ranging from daytime dresses to name-designers originals—without requiring air credit of any kind. The rental fee structure at the new rental house parallels the rates at costume outlets.

Tv Fashion Service already is serving several shows and commercials on the networks and its stock includes high fashion creations of designers such as Dior, Mainbocher, Charles James, Oleg Cassini, Grigere, Rentner, Ben Reig and Carolyn Schnurer.

The company is headed by fashion authorities Elaine Perkins, Ruth Lee and Vivian Perkins.

TelePrompTer Names Blair As Assistant Sales Manager

APPOINTMENT of Jimmy Blair as assistant national sales manager of TelePrompTer National Sales Corp., New York, was announced last week by Herbert W. Hobler, vice president. He has been regional manager of TelePrompTer's Philadelphia office. Before joining the company, Mr. Blair had been a director at WBAL-TV Baltimore, production manager at WTOP-TV Washington and executive producer at WPTZ (TV) Philadelphia. He was formerly tv director at Lamb & Keen, Philadelphia.

Paul Blair Joins Ziv

APPOINTMENT of Paul Blair as an account executive in the Chicago office of Frederic W. Ziv Co. was announced last week by Alvin E. Unger, vice president in charge of sales for the radio transcription firm. Mr. Blair formerly was with General Mills Inc., where he served successively as salesman, northeast sales manager and assistant to the eastern sales manager. From 1948 to 1953 he was sales manager for Ziv Television programs, a position he resigned in 1953 to join Economic Trend Line Studies, a private research organization.

PROGRAM SERVICE PEOPLE

Albert W. Ham appointed to newly-created post, coordinator of recording operations, Columbia Records Inc., N. Y.

to cover the
NEW YORK
Metropolitan area...

... use one of
America's 2
GREAT independents!
WINS
1010
50,000 watts ...
... 24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536
CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

KEY FCC WITNESS RECANTS RED CHARGES AGAINST LAMB

Marie Natvig says she was 'brainwashed' by FCC lawyers into 'manufacturing' her earlier testimony that linked Edward Lamb with the Communist Party. Another Broadcast Bureau witness says his statements, too, may have been in error.

CHARGE that former FCC counsel Walter R. Powell Jr. "coerced" her to give false testimony linking Edward Lamb with the Communist Party was made last week by Mrs. Marie Natvig, a key witness in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Charging she had been "brainwashed" by the FCC staff and threatened with prosecution for perjury if she didn't stick to the "manufacturered" story, Mrs. Natvig recanted her previous statements identifying Mr. Lamb with communism and plans for world revolution, including seizure of communication facilities in the U. S. [B•T, Nov. 1, Oct. 18, 11, 1954].

She alleged that Mr. Powell, during conferences to prepare her "script" in the Lamb case, said to her: "'All right, kid, let's murder the bum.'"

Mrs. Natvig charged Mr. Powell told her Mr. Lamb was "a greater menace to the United States than Alger Hiss" and cited the strategic location of his radio-tv stations.

The WICU renewal hearing, which resumed Wednesday before Examiner Herbert Sharfman, also saw another Broadcast Bureau witness, Clark Wideman of Columbus, Ohio, admit under further cross examination that it was "possible" his memory could be in error about a 1934 meeting at Marion, Ohio, in which he said Mr. Lamb suggested formation of youth groups for which leadership or other aid might be obtained from the Communist Party [B•T, Sept. 27, 1954]. He agreed the statements instead could have been made by a local publisher whose ambition was known to have been to acquire Communist Party members.

Concerning his experience with Mr. Powell and the other FCC lawyers, Mr. Wideman said, "They did not make suggestions to me to change my testimony."

Powell Suffers Attack

Mr. Powell, who resigned last month as chief of the FCC Broadcast Bureau's Renewal and Transfer Division to join the legal staff of NARTB, suffered a heart attack a fortnight ago and is confined to his home. He had been principal FCC counsel in the WICU case.

On Wednesday, after Mrs. Natvig made her charge of coercion, the integrity and public service record of Mr. Powell was defended by the new leading FCC counsel in the case, Joseph M. Kittner, assistant chief of the Broadcast Bureau. Mr. Kittner asserted that if Mrs. Natvig had testified falsely she did so "on her own volition" and accused Russell M. Brown, counsel for Mr. Lamb, of "making a play for the press."

"She is obviously and falsely maligning the reputation of a very decent, honorable government official [Powell]," Mr. Kittner said.

"We don't need this eulogy. It isn't even dead yet," Mr. Brown retorted. The Lamb attorney repeatedly pointed out he was not vouching for the "credibility" of the witness, noting Mrs. Natvig was the FCC's witness and not Mr. Lamb's.

During cross examination of Mrs. Natvig last fall, Mr. Brown described her as a "pathological liar" and "lunatic." During that earlier examination, which Mr. Brown admitted last week had been "brutal," Mrs. Natvig twice threatened to "kill" Mr. Brown if he contacted her children and at one point she grabbed a water pitcher and attempted to strike him.

Basic issues in the WICU renewal hearing include whether or not Mr. Lamb lied when he told the Commission he never had communist associations. The formal hearing began last September [B•T, Sept. 20, 1954, *et seq.*] and some 20 FCC witnesses were heard, four of whom now are appearing for further cross examination, including Mrs. Natvig and Mr. Wideman. Also scheduled to appear for further cross examination are William Garfield Cummings and Lowell Watson.

The proceeding has yet to hear Mr. Lamb's defense witnesses as well as his evidence purporting to show that Commission employes caused at least one bribe to be offered to secure false testimony against him.

Mr. Lamb vigorously has denied the Commission charges, contending political motives

MARIE NATVIG

are behind FCC's action. Last summer, when Republican Comr. John C. Doerfer appeared before the Senate Interstate & Foreign Commerce Committee for confirmation of his reappointment to the Commission, Mr. Lamb testified before the committee that Comr. Doerfer was responsible. The allegation was denied by the Commissioner and he was confirmed by the committee [B•T, June 28, 1954].

Mr. Lamb, who at the time of the 1934 Marion, Ohio, meeting recalled by Mr. Wideman was running for Republican Senator, more recently was considered for the post of treasurer of the Democratic National Committee.

Mr. Lamb is prosecuting damage suits in Nashville against former Congressman Pat Sutton (D-Tenn.) and certain local stations on the ground the Congressman falsely branded him a communist during a political talkathon early last summer. Mr. Lamb has warned he will sue anyone who falsely accuses him.

Besides WICU, Mr. Lamb is chief owner of WIKK Erie and the *Erie Dispatch*, WTOD Toledo, Ohio, and WHOO Orlando, Fla. A lawyer, he has other wide business and industrial interests, the combined value of which is estimated to total $30 million. He considered his business ventures have been put in jeopardy by the FCC hearing.

When Mrs. Natvig resumed the stand last week, Mr. Brown asked her if it is true—contrary to her earlier testimony—that (1) she never was a member of the Communist Party; (2) she never attended a party convention in Columbus, Ohio, in 1936; (3) she never saw Mr. Lamb there in possession of a map depicting the communist plan for world revolution; (4) she never was introduced to Mr. Lamb by a person who said Mr. Lamb was doing good work for the Communist Party, and (5) she never had any information that Mr. Lamb was connected with or in sympathy with the Communist Party.

"That is right," Mrs. Natvig admitted following each statement by Mr. Brown.

Asked if these admissions were not "exactly opposite" to her previous testimony, Mrs. Natvig offered a simple "Yes."

"Did you willfully testify falsely under oath?" Mr. Brown asked.

"No sir," she replied, "I was coerced."

Asked by whom, Mrs. Natvig claimed it was Mr. Powell and related that several times during her earlier appearance she wanted to change her testimony, but Mr. Powell—and on one occasion Mr. Kittner—said she would be prosecuted for perjury if she did.

Mrs. Natvig said she told Mr. Powell she wanted to talk to J. Howard McGrath, ex-U. S. Attorney General and also counsel for Mr. Lamb, but was informed it was "against the law."

The witness said that on Jan. 12 while driving to Tallahassee and reflecting on her earlier testimony from transcripts newly received, she suddenly felt as though she were "awakening from a nightmare" and thought "I must be crazy, that's not true. It was not me who was speaking."

A Call From Florida

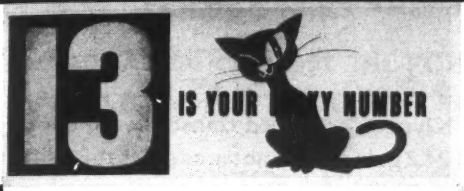
She said she stopped at Hollywood, Fla., and telephoned Mr. McGrath and then went to see him at his home in Palm Beach. She related she voluntarily visited Mr. McGrath a week later when Mr. Brown also was present and told them she wished to retract her testimony. Mrs. Natvig felt she had done Mr. Lamb a "grievous wrong."

Under questioning by Mr. Kittner, Mrs. Natvig reconstructed events leading up to her appearance in the case. She said early on the morning of Sept. 15, 1954, she found at her door in Miami Beach a newspaper clipping of a column by Drew Pearson on the Lamb hearing, with an anonymous note attached for her to call the FBI. Having received other similar notes, she said she finally called the FBI at Miami and related she only casually had known Mr. Lamb as a Toledo attorney some 18 years previous. She said she told the FBI that "under no circumstances" would she testify. However, Mrs. Natvig said, after repeated calls by FCC investigator Robert Leahy, on Sept. 17 she consented to go to Washington and talk with the Commission staff.

Mrs. Natvig related that she met Mr. Powell, Mr. Leahy and Thomas B. Fitzpatrick on Sept. 19 at FCC offices in Washington. Most of the several hours she was there, she recalled, she talked alone with Mr. Powell who described the WICU renewal hearing as the most important case the Broadcast Bureau ever handled.

Mrs. Natvig said she told FCC she had only

the tale of the cat



HOUSTON first saw her on these billboards:
. . . and after the tease, on these:

She came to life in a grand debut November 20, assisted by James Melton, Marguerite Piazza, the Houston Symphony Orchestra — and an all-star variety show that included Senor Wences, Kyle McDonald, and Raye & Naldi.

Then Houston wore buttons and redeemed 13¢ pieces

and saw what we meant on the boards:

Her CHANNEL 13 was The Chronicle Station, and Texas' greatest newspaper gave her a boost with a special section and color pages and editorial help: the works. Contests galore: Why 13's my lucky number . . . and so on . . . with big prizes . . . ending with an all-out Name-The-Cat contest to which more than 9,000 different names were submitted.

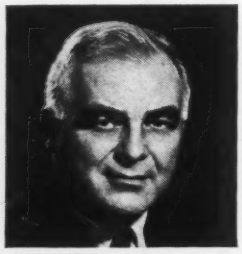
The people named her KiTiRiK.

SHE'S A CAT THAT BEARS WATCHING

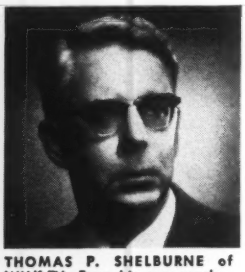
—and they do it every day.

Bridge. Commercial Mgr., Bill Bennett.
ew York 17, N. Y.

WILK-TV most powerful UHF 1,000,000



JOHN CREUTZ of Page, Creutz, Garrison, and Waldschmitt, consulting engineers of Washington, D.C. Mr. Creutz has advised WILK-TV..."A high-power transmitter with a moderate-gain antenna will provide better coverage."



THOMAS P. SHELBURNE of WILK-TV. From his own words—"We have implicit confidence in the performance of G-E broadcast equipment. We believe that the new power package for UHF will provide the best television service in the area."

A 45 KW Klystron-equipped transmitter and a contoured 24.2 gain helical antenna gives this Wilkes-Barre, Pennsylvania station the maximum power allowed by the FCC. WILK-TV is the first to operate such a combination to attain a full megawatt and provide more integrated signal strength than any other UHF station. G.E. salutes its foresight and pioneering spirit in taking this momentous step to high power.

Thomas P. Shelburne, WILK-TV Treasurer and Managing Director, decided that a 45 KW transmitter and 24.2 gain antenna, rather than a 23 KW transmitter and 50 gain antenna, was best suited for the terrain in the Wilkes-Barre area. Why not take a tip from WILK-TV and get into the million-watt class with the equipment combination that's best for you?

UHF HELICAL ANTENNA. Proved top-flight performance in many locations; low wind loading; low installation cost; low maintenance expense.

45 KW TRANSMITTER on test at factory, Electronics Park, Syracuse, New York. This unit is now installed and is in operation at WILK-TV, Wilkes-Barre, Pa.

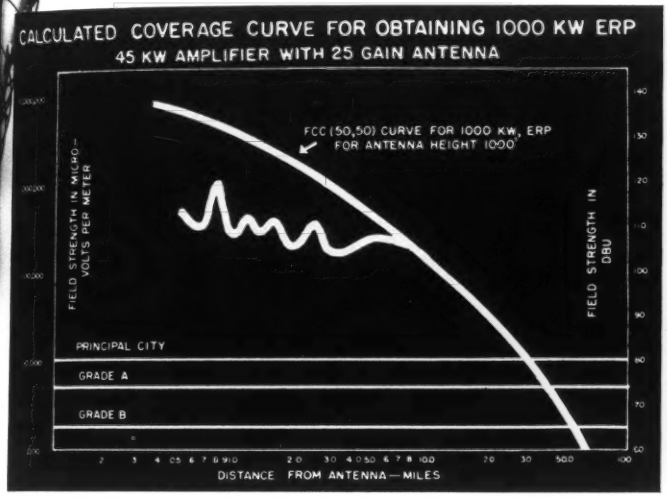
transmitter in the world...

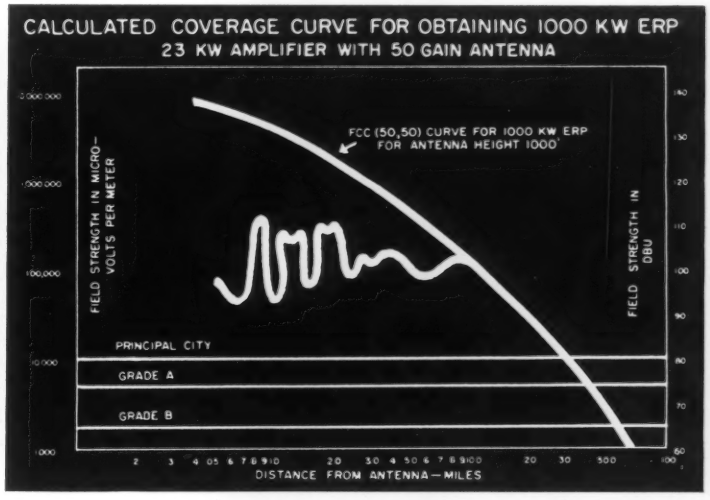
WATTS ERP

NOW YOU CAN GET THE POWER EDGE ON YOUR COMPETITION
G.E. OFFERS 2 WAYS TO REACH A MILLION WATTS IN UHF

1. 45 KW transmitter with a 25-gain helical antenna. Check the calculated coverage curve below for the field intensity pattern you get with this combination.

2. 23 KW transmitter with a 50-gain antenna. Compare the coverage curve for this equipment combination, with the needs of your terrain.


CALCULATED COVERAGE CURVE FOR OBTAINING 1000 KW ERP
45 KW AMPLIFIER WITH 25 GAIN ANTENNA
FCC (50,50) CURVE FOR 1000 KW. ERP FOR ANTENNA HEIGHT 1000'
FIELD STRENGTH IN MICRO-VOLTS PER METER
FIELD STRENGTH IN DBU
PRINCIPAL CITY
GRADE A
GRADE B
DISTANCE FROM ANTENNA—MILES


CALCULATED COVERAGE CURVE FOR OBTAINING 1000 KW ERP
23 KW AMPLIFIER WITH 50 GAIN ANTENNA
FCC (50,50) CURVE FOR 1000 KW ERP FOR ANTENNA HEIGHT 1000'
FIELD STRENGTH IN MICRO-VOLTS PER METER
FIELD STRENGTH IN DBU
PRINCIPAL CITY
GRADE A
GRADE B
DISTANCE FROM ANTENNA—MILES

EITHER power package is available. Let your Consultant recommend which is best for you. Facts and figures will be placed in the hands of your Engineer or Consultant. Check the advantages you get with either package. Then make a note to call your local G-E District Manager today...or write direct to: General Electric Company, Broadcast Equipment, Section X225-14, Electronics Park, Syracuse, N. Y. *In Canada, write:* C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

GET THESE ADVANTAGES WITH EITHER POWER PACKAGE

1. Demonstrated dependability. Components of the G-E 12 KW transmitter, proved in use in 38 operating stations, have been incorporated in both the 23 and 45 amplifiers.

2. Adaptable to existing space—cubicles may be arranged in practically any manner.

3. Can be installed in existing UHF stations without loss of air time.

4. Personnel safety provided by door-operated high-voltage interlocks and grounding switches.

5. Automatic protection against loss of air time—overload protection—high-speed AC and DC relays shut down transmitter in event of power surges. Two-shot plate recloser puts transmitter back on air when overload has cleared.

6. Capable of transmitting NTSC color.

7. Known tube costs. Klystrons are leased by G.E. to the user at a standard rate that decreases with number of hours used. No capital investment for Klystrons.

8. Simple antenna design. Maximum reliability—the G-E UHF helical antenna needs only one feed point per bay. Standard antenna can be contoured or directionalized to meet your specific requirements.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Matusow's Visit

MEMORANDUM concerning a visit in April 1954 by Henry Marshall Matusow to the law office of McGrath & Brown, counsel for Edward Lamb in the WICU (TV) Erie renewal case, was given to the press Thursday by Russell M. Brown.

The memo, originally given J. Howard McGrath, said Mr. Matusow "brought with him voluminous files, containing records which he said had been accumulated during his work (investigator for Ohio Commission on Un-American Activities) in Ohio. Some of these documents appear to be compilations of people suspected of communist activities or affiliation or sympathy. Edward Lamb's name was nowhere listed. . . .

"In response to a direct inquiry as to whether Matusow ever heard any person detail any association, membership or affiliation by Mr. Lamb, Matusow said, 'No, I never did, because such a person doesn't exist.'

"He showed us an outline in very rough form for a book he was writing called 'Blacklisting (or Blackmailing) Was My Business.' He said he needed $1,500 to complete this book and asked us to lend him that amount. I explained that this was not financially possible, whereupon he asked if he could have $200 to complete arrangements for an apartment in New York. I explained further that we were not in a position to make such a loan. . . .

"I strongly recommend no further contact of any kind with this man. . . . He considers himself a great intellectual . . . is perfectly willing to work both sides of any street provided only that it has financial reward for him. . . ."

Mr. Matusow currently is in the news for his recantation of testimony before Congressional investigating committees and in federal courts regarding alleged communist activities.

a "hazy" recollection of Mr. Lamb at some meetings in Columbus in 1936 or 1937, at a farm-labor meeting in Chicago and at formation of the National Lawyers Guild later in Washington. She said she told the Commission she knew only a few people at the Columbus meetings, "some of whom purported to be communists," but she was there to give a report as secretary of a Cleveland farm-labor club.

The witness said she told FCC she would not testify and returned to Miami the same day. Mrs. Natvig recalled she later was asked to return to Washington the next weekend for more talks, which she did, only to be served with a subpoena by Mr. Kittner.

"I burst into tears and told you it was entrapment," Mrs. Natvig reminded the FCC attorney, pointing out the subpoena was dated the day before when the phone call was made to invite her for further "talks" and noting she was sent only a one-way plane ticket to Washington.

Mrs. Natvig recalled for Mr. Kittner that she finally agreed to testify only after it was pointed out the subpoena might still be served in Miami "and you and Mr. Powell said your positions are in jeopardy" if the Lamb case wasn't prosecuted.

Asked by Mr. Kittner how Mr. Powell "induced" her to testify she had been a communist, Mrs. Natvig said this occurred about a week before she took the stand, "when we were writing the script of my testimony." She said Mr. Powell claimed to have data from the Cleveland police identifying her as a communist.

In early October a day or two before taking the stand at FCC, the witness recalled appearing before a grand jury in Washington and said she "probably" testified the same as before the Commission but didn't remember specifically.

Relating instances last fall when she wanted to change her testimony, Mrs. Natvig said she told Mr. Powell in the corridor during a recess in her cross examination by Mr. Brown that she was "scared" and felt she had been "brainwashed." She said Messrs. Powell and Fitzpatrick "took me upstairs and said, 'We'll call Joe Kittner'." Mr. Kittner, she said, told her she would be prosecuted for perjury if she changed her story.

Here Mr. Kittner asked Mrs. Natvig if it wasn't true she had been told repeatedly her only obligation was to tell the truth and to complete the cross examination.

"By the time I got on the stand I couldn't tell fact from fiction," she answered.

"Didn't the attorneys for the Broadcast Bureau tell you to tell the truth?"

"They told me what the truth was and then told me to tell it," she replied, contending Mr. Powell "set dates" and gave her names of hotels and details of meetings. "I was reciting a prepared speech . . . I was scared to death. I thought I was getting immunity . . ."

At another time last week Mrs. Natvig told Mr. Kittner that in her effort to evade testifying in the case she "went to somebody in Washington" to try to get out of her subpoena and even lied to Mr. Powell that a "threat" had been made on her life.

Mrs. Natvig said she was not necessarily upset by Mr. Brown's sharp cross examination because he "early saw I knew nothing about communism." She recalled, though, she was "furious at the attorneys of the Broadcast Bureau for putting me on the stand when I was not contributing anything to the case."

On Thursday, Mr. Wideman recalled, Mr. Leahy first told him FCC was interested in determining whether Mr. Lamb "was or was not a security risk." The witness said the FCC investigator pointed out "there was a possibility of using radio equipment to aid the enemy in case of war," but Mr. Leahy did not say he or FCC considered Mr. Lamb "dangerous" to the country.

Mr. Wideman related that in 1948 as a reporter for the *Columbus Citizen* he made a study of Mr. Lamb's background and found no red ties. He told this to FCC, he said.

Recalling the 1934 meeting in Marion, Ohio, at the home of a local editor, Mr. Wideman said Mr. Lamb was asked if he was a "card-carrying communist" and replied, "Do communists carry cards?" Mr. Wideman said he then asked Mr. Lamb if he was a member of the Communist Party and Mr. Lamb replied "very definitely that he was not."

Only 10 or 12 people were at the meeting, Mr. Wideman said, and Mr. Lamb discussed his book, "Planned Economy in Soviet Russia."

Asked by Mr. Brown if someone else other than Mr. Lamb could have suggested formation of youth study groups which might receive leadership or other aid from the Communist Party, Mr. Wideman admitted, "It's possible my recollection was wrong."

Concerning FCC's question-answer outline for his testimony, Mr. Wideman was asked by Mr. Brown what the Commission staff said when errors were pointed out. Mr. Wideman said that when he pointed out mistakes, the FCC representatives said, "Let's get it right."

EXAMINING the script for "Flash of Darkness," film of a theoretical H-bomb attack on America's major cities which will be shown Feb. 14 on NBC-TV's *Medic* series (9 p.m. EST), are (l to r) Val Peterson, Federal Civil Defense Administrator; James Moser, creator of the *Medic* series, and Dr. Stafford Warren, head of the UCLA medical school and an authority on nuclear radiation. FCDA officials gave technical assistance to writers and producers of the program. *Medic* is produced under the technical supervision of the Los Angeles County Medical Assn.

Civil Defense Chief Urges Widespread Use of Radio

GREATER USE of radio, especially amateur radio, in civil defense was urged last week by Federal Civil Defense Administrator Val Peterson. Mr. Peterson spoke at the presentation ceremony of the 1954 Edison Radio Amateur Award sponsored by General Electric, held at the Mayflower Hotel, Washington, last Thursday.

He said that FCDA is pressing to have additional radio frequencies assigned for national-to-regional and regional-to-state civil defense communications use. The telephone, Mr. Peterson said, has the "disadvantage of being vulnerable to attack." Pre-attack evacuation, he continued, demands point-to-point communications in a constantly changing situation which may be handled by radio.

Mr. Peterson congratulated American radio amateurs for their preparedness and assistance in civil defense and said that more than $3.6 million in federal and state funds was available for amateur radio equipment for civil defense in 1954.

Winner of the 1954 Edison Radio Amateur Award was Benjamin S. Hamilton of La Mesa, Calif., who last year devoted 20 hours a week providing San Diego County with what was described as an outstanding civil defense radio system.

Butler on Campaigning

DEMOCRATIC National Chairman Paul M. Butler has said he believes there should be a "realistic" boost in the $3 million ceiling on political campaign spending. He said the boost should take into account the higher cost of running a campaign, including radio and television time.

IN ONE WEEK . . . 22.2 RATING!

2/3 SOLD OUT!

"FUN HOUSE" *the hottest television show in Philadelphia!*

"FUN HOUSE" is giving laughs to the WHOLE FAMILY every WEEKDAY at 6:00—6:30 p.m. over WPTZ.

A 22.2 ARB rating *after just one week on the air!*

A viewer-per-set average of 2.9!

"Fun House" reaches a total of *more than a million and a quarter people every day* at a cost-per-thousand of *only 21¢!*

"FUN HOUSE" appeals to the ENTIRE FAMILY. It has the ideal audience composition of 45% adults (22% men, 23% women) and 55% children.

Little wonder that in just one week "FUN HOUSE" is 2/3 sold out!

"Fun House" combines three of the most audience-attracting elements in television today. "The Little Rascals," formerly "Our Gang," appealing to the whole family, with a phenomenal rating history . . . and the best *first-run* cartoons in television, with a proven record of building big all-family audiences.

To pull these powerful audience-winning elements together, "FUN HOUSE" features Pete Boyle, a veteran of five years of successful Philadelphia TV entertaining and product selling. Commercials are integrated into show for top effectiveness.

"FUN HOUSE" is beamed to 6¼ million people over a wider area with a clearer, stronger picture than any other television station in Pennsylvania. Best of all, there are still a few availabilities. Get in touch now with Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ CHANNEL **3**

First in Television in Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, *Philadelphia;* **WBZ+WBZA • WBZ-TV**, *Boston;* **KDKA • KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC Stations represented by FREE & PETERS, INC.

CBS PROMISES MAJOR FIGHT AGAINST SENATE GROUP'S PLOTKIN MEMORANDUM

CBS affiliates meeting advocates aggressive battle to counteract plan outlined in report submitted to Senate committee. ABC and NBC are not publicly contemplating any action on the matter.

A PROMISE that a grim, fighting campaign will be waged in forthcoming months by broadcasters against the Plotkin Memorandum, in the halls of Congress and in government offices as well as in the forum of public opinion, was made in New York last week by a formidable group of CBS-TV affiliates.

The broadcasters, representing 27 CBS-TV affiliates in 22 states, met at New York's Waldorf-Astoria Wednesday with nearly two dozen top officials of both CBS Inc. and CBS-TV, in an extraordinary, "emergency" session to plan strategy in the face of a proposal in the Senate to drastically restrict network activities [B•T, Feb. 7].

After the meeting, which was conducted behind closed doors, a statement was released by the stations which roundly spanked the Plotkin Memorandum: "The proposals of Mr. Plotkin, if adopted, would jeopardize television's most popular live entertainment and public service programs as they are presented today, and seriously interfere with future program planning.

"Every television set owner should be most concerned with the possible consequences of these proposals," it said.

The statement concluded with this carefully worded sentence: "The stations plan to inform the public of this threat to their television enjoyment and to discuss the matter with the appropriate government officials."

Report Interpreted

According to reports, CBS President Frank Stanton, CBS Vice President Richard S. Salant and CBS-TV President J. L. Van Volkenburg jointly outlined the ramifications of the Plotkin report and explained to what extent they would affect network operations.

In the discussion period that followed, various plans were considered for revealing this threat to the public.

At the request of affiliates, a closed circuit to the entire tv network was arranged Wednesday afternoon at 5:45 p.m., during which Dr. Stanton reviewed the events surrounding the earlier session and expounded his views on the Plotkin Memorandum. Mr. Van Volkenburg introduced the CBS Inc. president. Clyde Rembert, president of KRLD Inc., Dallas, and a member of the CBS Affiliates Advisory Board, who initially had suggested the closed circuit, wound up the session with an accounting of the reaction of the affiliates in attendance and pledged support in combatting the Plotkin proposals.

From all indications, stations represented at the meeting were in accord and enthusiastic in battling the Plotkin Memorandum out in the open as well as in congressional and governmental quarters. But the methods for implementing this decision proved to be difficult.

Thus, what specific outlets—whether radio and tv will be used in this campaign, or perhaps other media—had not been definitely decided upon.

Meanwhile, there were no indications that other networks were following the CBS-TV pattern of holding affiliate pow-wows. ABC-TV was studiously digesting the contents of the Plotkin Memorandum. NBC-TV spokesmen had nothing to report on the sweeping document prepared by Harry M. Plotkin, Democratic counsel to the Senate Interstate & Foreign Commerce Committee until Jan. 31.

An NBC-TV affiliates executive committee meets in New York Tuesday and Wednesday of this week to prepare plans for a full affiliates committee meeting in the spring. However, as of last week, the Plotkin Memorandum reportedly was not on the agenda.

Lending weight to the seriousness in which CBS holds the "strategy" meeting with its affiliates, was a report that Dr. Stanton had given "orders" to his executives attending the conference to maintain the utmost secrecy on deliberations, particularly in view of the fact that it was an affiliate meeting.

Both uhf and vhf stations were represented at the meeting. They were described as comprising "a cross-section of the largest, medium and smaller television cities in the United States."

The affiliates, in referring to the Plotkin Memorandum, described it as proposing "sweeping changes in network operations, both radio and television, and the relationships of affiliated stations with their networks."

CBS has been the only network thus far to publicly denounce the report prepared by the Senate committee's special counsel. Dr. Stanton has labeled it as "mistaken, impractical and unwise."

Station people and network officials attending the conference follows:

John T. Griffin, Edgar Bell, KATV Little Rock-Pine Bluff, Ark.; W. B. Smullin, KBES-TV Medford, Ore.; John Boler, KCJB-TV Minot, N. D.; W. C. Blanchette, KFBB-TV Great Falls, Mont.; William C. Grove, KFBC-TV Cheyenne, Wyo.; Ivor Sharp, J. W. Wright, Lennox Murdoch, KID-TV Idaho Falls, Idaho; John E. Fetzer, KOLN-TV Lincoln, Neb.; Chris J. Witting, John Steen, KPIX San Francisco, Calif.; John W. Runyon, Clyde Rembert, A. Jackson, KRLD-TV Dallas, Tex.; Dorrance Roderick, Dick Watts, KROD-TV El Paso, Tex.; Donald W. Reynolds, KZTV Reno, Nev.

Glenn P. Warnock, WAIM-TV Anderson, S. C.; Richard Slocum, D. W. Thornburgh, WCAU-TV Philadelphia, Pa.; William J. McNally, WCCO-TV Minneapolis, Minn.; John B. Johnson, WCNY-TV Watertown-Carthage, N. Y.; John M. Rivers, WCSC-TV Charleston, S. C.; Robert B. Ridder, Walter Ridder, Rodney Quick, WDSM-TV Duluth-Superior; Mrs. Jean Gannett Williams, C. E. Gatchell, WGAN-TV Portland, Me.; Humboldt J. Greig, WHUM-TV Reading, Pa.; Bruce McConnell, WISH-TV Indianapolis, Ind.; George Storer Sr., John McCoy, WJBK-TV Detroit, Mich.; Edward A. Allen, Philip P. Allen, WLVA-TV Lynchburg-Roanoke, Va.; William F. Schmick Jr., E. K. Jett, WMAR-TV Baltimore, Md.; Thomas O'Neil, John Poor, Gordon Gray, WNAC-TV Boston, Mass.; Charles Lemke, George Frechette, WSAU-TV Wausau, Wis.; Franklin D. Schurz, Neal B. Welch, WSBT-TV South Bend, Ind.; John Hayes, WTOP-TV Washington, D. C.

Representing CBS Inc.: Sidney Alexander, economic adviser; Julius F. Brauner, secretary; Leon Brooks, attorney, Washington office; Earl H. Gammons, vice president; Sig Mickelson, vice president; Howard S. Meighan, vice president; Joseph H. Ream, consultant (former executive vice president and CBS director); Richard S. Salant, vice president; Frank Stanton, president.

Attending for CBS Television: H. V. Akerberg, vice president in charge of station relations; John P. Cowden, operations director, advertising and sales promotion; W. Spencer Harrison, vice president in charge of legal and business affairs; Robert F. Jamieson, sales service manager, network sales; Merle S. Jones, vice president in charge of stations and general services; Oscar Katz, director of research; William B. Lodge, vice president in charge of engineering; Charles Oppenheim, director of press information; Hubbell Robinson Jr., vice president in charge of network programs; Edward L. Saxe, vice president and assistant to the president; Ed Scovill, station representative, station relations; E. P. Shurick, director, station relations; J. L. Van Volkenburg, president; Robert Wood, manager, station relations.

Ream's New Role

JOSEPH REAM, former executive vice president of CBS, and a director of CBS Inc., who once helped preside over CBS affairs, last week was back at work—on a one-time basis—when he attended the CBS affiliates meeting last Wednesday, as a consultant for the network.

JONES BROADSIDE DUE THIS THURSDAY

Republican counsel to the Senate Commerce Committee will release his report on networks, uhf-vhf just two weeks after Plotkin Memorandum.

REVERBERATIONS from the Plotkin bombshell on networks and uhf ills still were echoing on Capitol Hill last week as the broadcasting industry braced itself for the second broadside —the Jones report—due to be released this Thursday.

Reaction from the sweeping suggestions made by the Senate Commerce Committee's recent Democratic counsel, Harry M. Plotkin, took at least three directions last week. As broadcasters awaited a report by Robert F. Jones, until lately Republican counsel for the committee's probe of networks and uhf-vhf troubles:

• The committee's investigating staff began planning for a meeting with television set manufacturers in a move to help the cause of uhf television by trying to persuade the set-makers to agree on building only all-channel sets.

• Committee Chairman Warren G. Magnuson (D-Wash.) sent out a letter to all tv networks asking for comments on the Plotkin proposals. Although three networks have issued no statements, there was no doubt about where the fourth—CBS—stood on the question: A group of 27 CBS-TV affiliates, holding an emergency meeting with network officials, promised to fight Mr. Plotkin's suggestions (see story, this page). They echoed sentiment expressed the previous week by CBS President Frank Stanton [B•T, Feb. 7].

• Unsolicited comments "from tv stations and individuals" on the Plotkin document by Thursday had reached "35 to 40 letters"—a figure which was "rapidly mounting," according to a committee spokesman. A majority favored the Plotkin report, although some questioned some of the proposals, the spokesman said.

Meanwhile, the Jones report, held up last week by a delay in printing, was scheduled to be released at 10:30 a.m. this Thursday, simultaneously with a news conference by Sen. John W. Bricker (R-Ohio), ranking committee Republican who initiated a preliminary probe last summer as committee chairman.

Committee planning for the meeting with tv set manufacturers apparently stemmed from Mr. Plotkin's suggestions on how to improve the lot of uhf television. The Senate group, it was understood, for its part will offer legislation to eliminate the 10% excise on all-channel receivers or give certain tax relief to makers of all-channel sets.

If set manufacturers are not receptive to the idea, it also was understood, the Senate committee might seek legislation to ban shipment of limited-channel (i.e., vhf only) sets in interstate commerce.

Meanwhile, it appeared that committee hearings planned for FCC and the Justice Dept. may not take place until mid-March or thereafter.

Sen. Magnuson late last week had not named

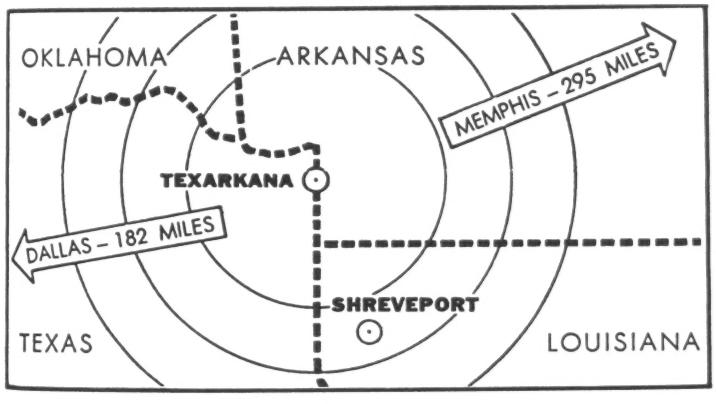
180 HOURS PER MONTH

NETWORK COMMERCIAL PROGRAMS

from all 4 networks

I LOVE LUCY	STRIKE IT RICH
DECEMBER BRIDE	VALIANT LADY
FORD THEATRE	LOVE OF LIFE
MEET MILLIE	SEARCH FOR TOMORROW
U. S. STEEL HOUR	PORTIA FACES LIFE
ELGIN HOUR	ROAD OF LIFE
SEE IT NOW	WELCOME TRAVELERS
I MARRIED JOAN	THE BIG PAYOFF
GODFREY & FRIENDS	BOB CROSBY SHOW
RED SKELTON	A BRIGHTER DAY
THE MILLIONAIRE	THE SECRET STORM
I'VE GOT A SECRET	ON YOUR ACCOUNT
MILTON BERLE	DOUGLAS EDWARDS
RAY MILLAND	BURNS & ALLEN
CLIMAX	SHOWER OF STARS
GROUCHO MARX	LIFE OF RILEY
BISHOP SHEEN	BREAK THE BANK
PLAYHOUSE OF STARS	THE LINEUP
PERSON TO PERSON	YOU ARE THERE
BOB CUMMINGS	MR. PEEPERS
JACKIE GLEASON	TWO FOR THE MONEY
DOLLAR A SECOND	PROFESSIONAL FATHER
HIT PARADE	PEOPLE ARE FUNNY
SO THIS IS HOLLYWOOD	IT'S A GREAT LIFE
JACK BENNY	PRIVATE SECRETARY
TOAST OF THE TOWN	G. E. THEATRE
STAGE SEVEN	FATHER KNOWS BEST
LORETTA YOUNG	TOPPER
HAPPY FELTON	

beamed to the huge
ARK–LA–TEX AREA



–a Billion Dollar Market–

103,760 TV HOMES (TELEVISION MAGAZINE) January, 1955

KCMC-TV

TEXARKANA, TEXAS—ARKANSAS

100,000 WATTS ON CHANNEL 6

the only maximum power station between Memphis and Dallas

affiliated with
CBS–interconnected
ABC–interconnected
DuMont

Represented by
VENARD, RINTOUL & McCONNELL, Inc.

Walter M. Windsor, General Manager

a special counsel to succeed Mr. Plotkin, whose official duties in the investigation ended Jan. 31. Since such a counsel necessarily must have some time to wind up his present connections and acquaint himself with the investigation, the hearings, "as a practical matter," may be held a month after the Jones report is released, a spokesman for Sen. Magnuson said.

Sen. Bricker, as ranking minority member of the committee can and presumably will ask for a preliminary report within 30 days on Mr. Jones' suggestions. The FCC and the Justice Dept. have been asked to make initial reports within 30 days on Mr. Plotkin's proposals, with interval reports every 60 days and a final report in six months.

Langer Introduces Bill To Halt Liquor Advertising

THE SENATE equivalent of the 83d Congress' controversial Bryson Bill prohibiting liquor advertising—introduced during the 83d by Sen. William Langer (R-N. D.)—has been introduced again by the North Dakotan in the 84th.

The bill (S 923) prohibits advertising of all alcoholic beverages on radio and tv stations and in most other media, including newspapers and periodicals in interstate commerce.

The Langer proposal of the 83d Congress was the subject of hearings by the Senate Commerce Committee [B•T, June 28, 1954], but was never reported out of the committee.

The Bryson Bill received more extensive hearings by the House Commerce Committee and similarly was not reported, although the House group requested and received a report from the industry on the extent of beer and wine advertising on radio and tv [B•T, Jan. 3].

Although the Langer Bill does not specifically name television broadcasting, that medium is included in the bill's scope since its use of the word "radio" employs the same definition as that in the Communications Act; i.e., includes television.

Report on Tv, Delinquency Expected From Senate Group

THE Senate Juvenile Delinquency Subcommittee has not closed the book on television programming, it was indicated last week. The group is scheduled to release a special report on tv programming as a possible factor in juvenile delinquency.

The subcommittee expects to probe the motion picture field, including the producers and distributors of movies and films made for or released to television. The unit is expected to request about $175,000 for the coming year.

James H. Bobo, assistant counsel, has been made chief counsel succeeding Herbert Beaser, who resigned last week, Sen. Estes Kefauver (D-Tenn.), new chairman of the subcommittee, has announced.

Mr. Beaser and Richard Clendenen, the unit's executive director, resigned after subcommittee disapproval of a series of articles on juvenile delinquency, authored by the two staff members, in the *Saturday Evening Post*.

The subcommittee during the 83d Congress conducted an investigation of tv programs as a possible factor in juvenile delinquency, culminating in a two-day hearing last fall at which industry spokesmen testified [B•T, Oct. 25, 1954].

you're right on *cue!*

No need to fluff your lines. There's only one CUE to follow when your stage is set in Akron. Why, they love us in our own home town (see our Hooper) . . . one CUE from us and they'll love you, too.

more **MUSIC**
more **NEWS**
more **OFTEN**

Wcue

Akron's only independent—we're home folks

TIM ELLIOT, *President*

John E. Pearson Co., National Representatives after February 10, 1955

Commerce Committee To Hear McConnaughey

PUBLIC HEARING on the nomination of FCC Chairman George C. McConnaughey for regular membership on the Commission has been set for Feb. 23 in Washington by the Senate Commerce Committee. Mr. McConnaughey has served since Oct. 4 under temporary appointment by the President.

The hearing will start at 10 a.m. in the committee's meeting room in the Capitol. The McConnaughey nomination—for the vacancy created by the resignation of Comr. George E. Sterling—is for the unexpired term of seven years from July 1, 1950.

It was the second time the FCC chairman had been nominated for the post by the President. Nomination of Mr. McConnaughey was sent to the Senate during its special session last fall and was reported out by the Commerce Committee over Democratic protests, but was blocked on the Senate floor by Senate Democrats [B•T, Nov. 15, 1954].

Mr. McConnaughey, whose nomination was championed by Sen. John W. Bricker (R-Ohio), fellow Ohioan and "life-long" friend, was questioned closely by Democrats at the hearing by the committee last November while Sen. Bricker was chairman of the group.

Sen. Warren G. Magnuson (D-Wash.), now committee chairman, has said the FCC chairman is in for more questioning by Democrats at the upcoming hearing [B•T, Feb. 7]. At the November hearing Sens. A. S. Mike Monroney (D-Okla.), John O. Pastore (D-R. I.) and former Sen. Ed C. Johnson (D-Colo.) asked Mr. McConnaughey his views on uhf-vhf deintermixture and whether he was connected with an alleged GOP patronage group said to be clearing applicants for civil service and other government jobs.

New Gambling Bill Offered

A SECOND anti-gambling bill has been introduced in the Senate by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee.

Sen. Magnuson's bill (S 950) is identical with one introduced earlier by Sen. Price Daniel (D-Tex.), also a member of the committee [B•T, Jan. 31]. Sen. Magnuson said his proposal is aimed specifically at "one aspect of the bookmaking racket—the wire service."

Kilgore Becomes Chairman Of Anti-Monopoly Group

CHAIRMAN Harley M. Kilgore (D-W. Va.) of the Senate Judiciary Committee last week assumed chairmanship of the group's Anti-Monopoly Subcommittee. He had been expected to take over the subcommittee for some time [CLOSED CIRCUIT, Jan. 24].

Other members of the anti-monopoly unit are Sens. Estes Kefauver (D-Tenn.), Thomas C. Hennings (D-Mo.), Joseph C. O'Mahoney (D-Wyo.), William Langer (R-N.D.), Everett M. Dirksen (R-Ill.) and Alexander Wiley (R-Wis.).

Sen. Kilgore has proposed an investigation by the anti-monopoly group of "monopolistic practices" in the communications field.

The Judiciary Committee's Juvenile Delinquency Subcommittee, formerly a four-man unit with two Republicans and two Democrats, was increased to a five-member, Democrat-controlled group with Sen. Kefauver as chair-

man. Other members: Sens. Hennings, Olin D. Johnston (D-S.C.), Langer and Wiley.

The juvenile delinquency unit is scheduled to issue a special report on results of its hearings and investigations of tv programming as a possible factor in child delinquency.

The Senate has approved a resolution (S Res 49) authorizing the Judiciary Committee to use unspent funds to carry on various activities through this month.

Kilgore to Ask $175,000

CHAIRMAN Harley M. Kilgore (D-W. Va.) of the Senate Judiciary Committee said last week he will ask for $175,000 for the activities of the Anti-Monopoly Subcommittee of which he also is chairman. Sen. Kilgore has proposed a probe of "monopolistic practices" in the communications field by the subcommittee.

Military to Have 10 Tvs In Operation by Next Year

THE DEFENSE Dept. estimates it will have 10 low-power television stations in operation at military bases here and overseas by this time next year.

A tv station will be in operation by March 1 at Keflavik Airport, Iceland, and another in Greenland as soon as it is "daylight" there, according to the Defense Dept.'s Office of Armed Forces Information & Education. Negotiations are being carried on with French authorities for a station at Sidi Slimane, French Morocco. Other stations are planned in Pacific areas.

Stations already on the air are at Lajes Field in the Azores (Oct. 17, 1954); Wheelus Field, Tripolitania, Libya (Dec. 15, 1954), and at Limestone (now Loring) Air Force Base, Me. (Dec. 24, 1953). None of the stations cost more than $55,000.

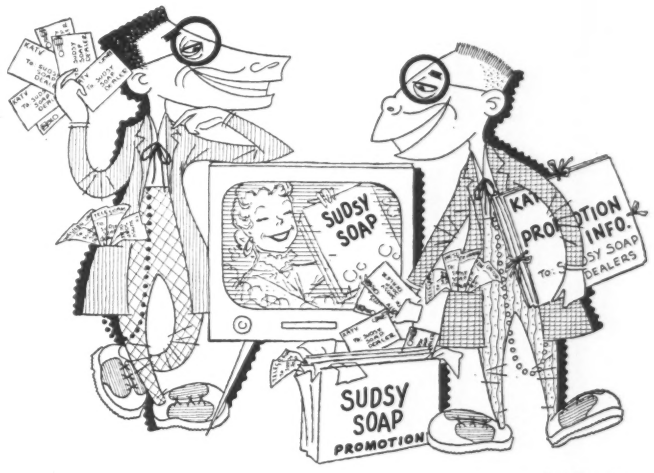
The stations are furnished kinescoped and filmed programs by the networks with the consent of sponsors and agencies. These are augmented with "industrial," Armed Forces information and other films furnished by the motion picture and tv film industries. The kinescopes are run with commercials intact. Local commanders also exploit each station's limited "live" capabilities.

The Defense Dept. during a typical week (Dec. 10) shipped 41 CBS shows, 29 NBC, 3 DuMont, 11 ABC and 5 Guild Films shows. They are circuited to all stations.

About five towns, none of more than 4,500 population, are in the Limestone, Me., area, with the nearest commercial station 150 miles away at Bangor, from which reception is limited, the Defense Dept. said. Some civilians in the area nearby the Limestone base "can and probably do receive tv signals from the base transmitter," the Defense Dept. said.

Baseball Suit Formally Ends

CHICAGO Federal District Court last Tuesday formally dismissed the $12 million suit brought by defunct Liberty Broadcasting System against 13 major league baseball clubs. Decision by Judge Julius J. Hoffman was in line with his recommendation for a settlement of the three-year-old suit announced last month [B•T, Jan. 17]. Terms provide that Liberty trustees will receive $200,000, with each side paying its own court costs. LBS filed the action Feb. 21, 1952, charging the teams with violation of the Sherman and Clayton anti-trust acts. Settlement was urged in view of baseball's removal in 1951 of its restrictive baseball rule (1 d) covering major league broadcasts into minor league areas.



"This merchandising is the MOST!"

"Man, this is a real cool *promotion! When KATV does something . . . it's big!"*

"Son, it's bigger than big! KATV is really on the ball when it comes to merchandising an advertiser's product . . . dealer aids, display materials, reminders, letters, etc. . . . they flood 'em!"

"KATV merchandising programs are handled by real promotion people . . . no part-time squares . . . hep merchandisers only."

"Man, you're in . . . when you advertise with KATV. You get the most, because KATV's got the most."

For the *most* in Arkansas see:
BRUCE B. COMPTON
National Sales Manager

For the *most* in Arkansas see:
AVERY-KNODEL, INC.
National Reps

KATV

Channel 7

Studios in Pine Bluff & Little Rock
John Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS

CBS

ABC TELEVISION NETWORK

CH. 54 WTVI (TV) SEEKS CH. 36, ONCE KSTM-TV'S

Belleville station would take over lower uhf facilities of St. Louis outlet, save $50,000 yearly in operating expenses.

WTVI (TV) Belleville, Ill. (St. Louis area), last week asked the FCC for permission to change from ch. 54 to ch. 36, the frequency vacated by KSTM-TV St. Louis when it surrendered its grant last year in order to participate in the St. Louis ch. 11 hearing.

At the same time, it informed the Commission that if the channel switch is approved, WTVI will take over all of the now-defunct KSTM-TV facilities. The request was made in an application for a construction permit "to revive and operate" the facilities of KSTM-TV.

If granted, WTVI said, it would begin operating within one week from approval. It said it would double its present power to 500 kw on ch. 36 and change its call letters to KTVI. The present ch. 54 would be surrendered, WTVI said.

WTVI, affiliated with ABC, CBS and DuMont, said the move to the lower uhf channel would permit it to better serve the St. Louis area and save it approximately $50,000 a year in operating expenses. WTVI now serves 300,000 families in the St. Louis area, the application said. With higher power and lower frequency, the remaining "unconverted" 350,000 families could receive the ch. 36 signal much more easily—with inside antennas. Uhf tuners are better and simpler for ch. 36 than for ch. 54, WTVI said. The $50,000 savings would be accomplished by consolidating its two sales and business offices (it maintains sales offices in St. Louis as well as Belleville). Telephone charges alone would be reduced by $500 a month by this move, WTVI said.

WTVI Advantages Outlined

The use of KSTM-TV facilities would permit WTVI to centrally cover the St. Louis area, WTVI said. It also pointed out that Belleville would still receive a Grade A signal.

Arrangements contemplate a 15-year lease with option to buy the KSTM-TV facilities, it was explained. This would cost about $700 a month, plus taxes and insurance. GE, which equipped both stations, has agreed to take back the WTVI transmitter, the station said. The note on the KSTM-TV properties—tower and antenna, transmitter building and studio building—is held by the Bank of St. Louis.

Balance sheet for Dec. 31, 1954, showed that WTVI had total assets of $661,701, with $73,712 as current assets. Its current liabilities totalled $149,936, long term obligations $810,709, deficit $521,944. WTVI lost $163,000 in 1954, the application reported.

St. Louis is also served by the *St. Louis Post-Dispatch*'s KSD-TV on ch. 5, affiliated with ABC, CBS and NBC; KWK-TV, on ch. 4, affiliated with CBS, and educational tv station KETC (TV) on ch. 9.

Gran Seeks to Block Action On WTVW (TV) Sale to Hearst

REQUEST for an injunction forbidding the FCC from taking any action on the $2 million purchase of ch. 12 WTVW (TV) Milwaukee by Hearst Corp. was asked last week of the U. S. Court of Appeals in Washington by Gran Enterprises Co.

Gran Enterprises' application for Milwaukee's ch. 12 was returned by the FCC two weeks ago on the ground that it violated an FCC rule prohibiting the same interests from having more than one application involving the same facility [B•T, Feb. 7].

In its appeal to the appellate court, filed the same day, Gran Enterprises claimed that its application cannot be returned without a hearing. It asked the court to direct the FCC to hold a hearing before ruling that the application is ineligible for filing.

Argument on the request for a stay was tentatively scheduled for Feb. 17. The FCC informed the court that it did not plan to take any action on the Hearst application before Feb. 23.

Gran Enterprises is owned by L. F. Gran and family. Mr. Gran is 38.5% stockholder and, until Jan. 26, was chairman of WTVW. The application for ch. 12 was filed after Mr. Gran failed to persuade the other WTVW stockholders to sell the ABC-affiliated station to him.

WTVW was sold to Hearst Corp., which operates WISN Milwaukee, for $900,000 plus assumption of up to $1.1 million in obligations. Application for FCC approval was filed late last month [B•T, Jan. 24]. Grant of ch. 12 in Milwaukee was made after merger agreements were reached with three competing applicants. They are WEMP and WFOX Milwaukee and Kolero Telecasting Inc. They now hold options to purchase varying amounts of stock in WTVW, which began operating last November.

AFL Protest Voted

THE AFL Executive Council voted at Miami Beach Thursday to protest to FCC and Congress against newspapers being licensed to operate radio and tv stations in the same area. The executive group voted to join a protest already made by the Dade County (Fla.) Central Labor Union (AFL) against the bid of Biscayne Tv Corp. for ch. 7 there, already favored in an examiner's initial decision [B•T, Jan. 24]. Biscayne represents merger of the Cox and Knight newspaper and radio interests there with Niles Trammell, ex-NBC president, as president and part owner of the applicant firm.

Comr. Hennock Questions WBTV (TV) License Renewal

REGULAR RENEWAL of the license of WBTV (TV) Charlotte, N. C., was granted without hearing Thursday by FCC to Jefferson Standard Broadcasting Co., subsidiary of Jefferson Standard Life Insurance Co.

Comr. Frieda Hennock dissented, contending that Jefferson Standard wholly or partially owns two other stations within a 130-mile triangle—WBTW (TV) Florence, S. C., and WFMY (TV) Greensboro, N. C. She argued there is appreciable overlap of the Grade B contours of the stations. This amounts to what she called "triopoly."

Miss Hennock also noted that WTHT (TV) Wilmington, N. C., had alleged that Jefferson Standard has urged CBS not to grant an affiliation to WTHT, claiming the allegations raise questions about the character qualifications of Jefferson Standard. Finally she reminded that Jefferson Standard owns a substantial share of the Storer Broadcasting Co. preferred stock. (Negotiations are underway by the Storer interests to finance purchase of these preferred shares through a stock issue [B•T, Feb. 7].)

Tv Grants to Sunbury, New Bern and Lewiston

THREE new tv stations at New Bern, N. C., Sunbury, Pa., and Lewiston, Idaho, were granted by the FCC last week.

• At New Bern, new tv station on ch. 13 was granted to Nathan Frank, president and 99.1% stockholder of WHNC-AM-FM Henderson, N. C. Grant is subject to the condition that no construction shall start pending final decision by the FCC on petition of WTOV-TV Norfolk, Va., for reconsideration of its petition to assign ch. 13 to Princess Anne, Va. The Commission had denied the WTOV-TV petition last month [B•T, Jan. 31].

In the event the WTOV-TV petition is granted, the grant of the ch. 13 facility to Nathan Frank is subject to termination without hearing by the Commission, or subject to modification without hearing of the channel assignment in the event a different channel is substituted for ch. 13 at New Bern.

Application for the sale of WTOV-TV to Tim Brite Inc. for total consideration of $95,500 was filed a fortnight ago [B•T, Feb. 7].

• At Sunbury, new tv station on ch. 38 was granted to WKOK-AM-FM there. Grant is subject to condition that no construction start until an application to modify the antenna of WKOK-FM is granted.

Principals in WKOK include President Harry H. Haddon (37.5%) and Treasurer Basse A. Beck (45.5%). Both are officers and stockholders of the Sunbury *Daily Item*.

• At Lewiston, new tv station on ch. 3 was granted to Lewiston Tv Co. Lewiston Tv is subsidiary of Cascade Broadcasting Co., owner of KIMA-AM-TV Yakima, KEPR-TV Pasco, 40% owner of KWIE Kennewick, and applicant for satellite station on ch. 8 at Walla Walla, all Washington.

Uhf WKNA-TV Suspends; KTHE (TV) Returns Permit

UHF ch. 49 WKNA-TV Charleston, W. Va., advised the FCC that it would suspend telecasting at the close of the broadcast day last Saturday. This raises the total of post-thaw tv stations to go off-the-air, but still retain their permits, to 34 uhf and 7 vhf. In addition, 127 post-thaw tv stations have returned their permits. Of these 122 were uhf and 25 vhf.

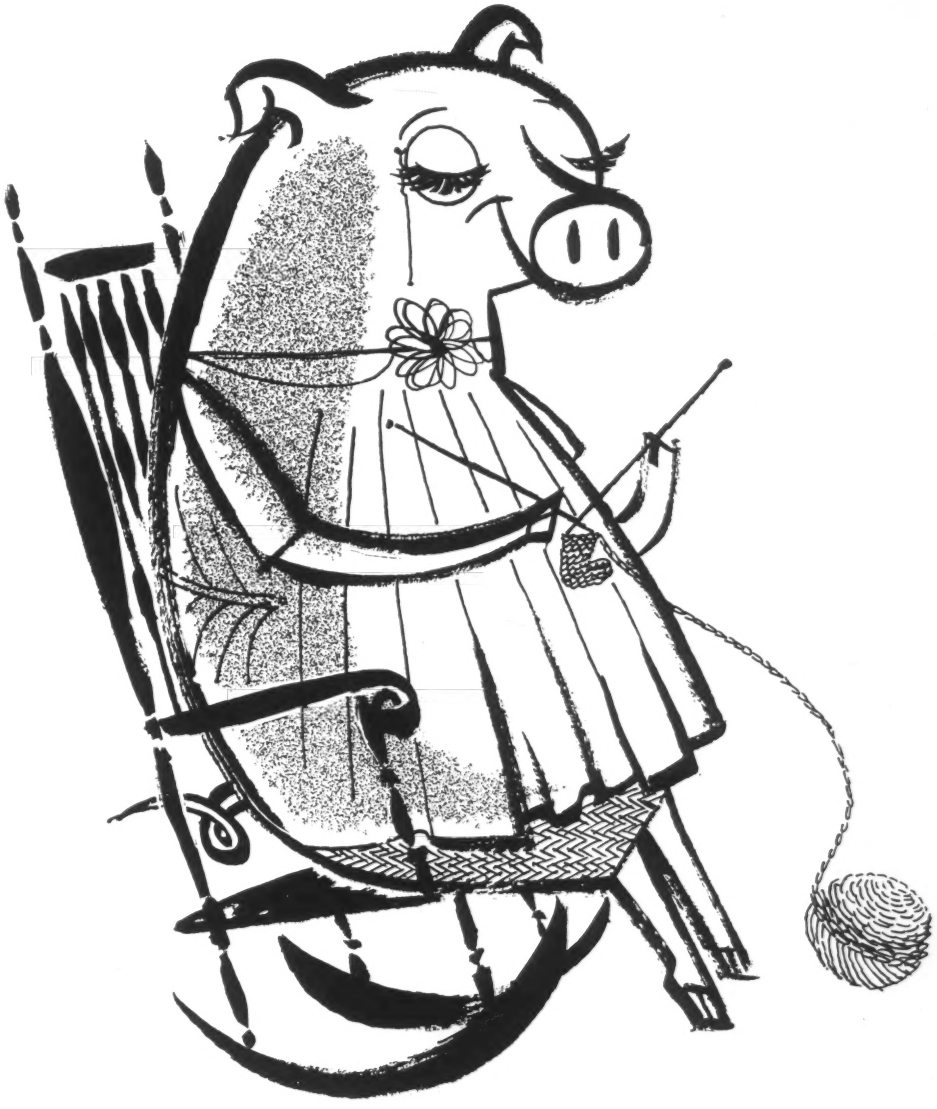
Owner Joe L. Smith Jr. said that he is forced to suspend because of vhf competition, inability to use uhf in mountainous terrain and poor sensitivity of uhf receivers. Mr. Smith also noted "there can be little argument but that television as it is now . . . basically is television produced by two, or at the outside, three companies. These companies, naturally, are the television networks. . . . Without network programs, tv stations as they are known today, would starve."

Mr. Smith said he wishes to re-evaluate the situation and hopes to resume telecasting. Mr. Smith also noted that he is vitally interested in the proposed fee-tv service.

Meanwhile, ch. 28 KTHE (TV) Los Angeles, the second U. S. educational tv and the first Los Angeles area uhf station, returned its permit to the FCC for cancellation.

KTHE is the first noncommercial educational tv station to return its authorization to the Commission. This reduces the total number of existing noncommercial educational tv stations to 33. Of these, 16 are vhf and 17 uhf.

KTHE began operation in August of 1953, but was forced to suspend Sept. 15, 1954, for lack of funds [B•T, Sept. 6].



English Yorkshires Make Wonderful Mothers

Valentine Day Reading for Anyone Who Has Ever Dreamed of Owning His Own Brood Sow (with a puzzling ending).

A farmer near Scotch Grove, Iowa, wanted to sell his 500 English Yorkshires—fine meat-type hogs but not so well known as Poland Chinas or Durocs, which are like Fords and Chevvys only better eating.

He called on WMT Radio.

We suggested two 30-second spots, not exactly a saturation campaign but enough, we figured, to bring home some of the bacon.

Four hundred buyers from all over the state turned up and grabbed off the entire offering. When the oinks cleared away we held a critique to isolate the element that gave the spots their whoosh. One of the more sentimental staffers recalled mentioning that an English Yorkshire makes a wonderful mother.

That must have been the motivating factor, everyone agreed.

But the theory fell apart when a Research Analyst (watch out for those guys) pointed out that Mother's Day is in May and this happened in September.

W M T | 600 Kilocycles 5000 Watts
Mail Address: Cedar Rapids
CBS for Eastern Iowa
National Representatives: The Katz Agency

Seven Station Transfers Approved by FCC Last Week

TRANSFERS of KXEL Waterloo, Iowa, WJJL Niagara Falls, N. Y., and KTRN Wichita Falls, Tex., were among seven receiving FCC approval last week.

Joe DuMond and associates sold 75% interest in KXEL for a gross figure of $312,000 to WOPA Inc., owner of WOPA Oak Park, Ill., and WOPT (TV) Chicago.

Purchase was of 85,000 shares of stock for $187,000, plus $125,000 for the rights to the name "Josh Higgins," Mr. DuMond's "nom de radio", and a 10-year consultant's retainer for Mr. DuMond.

WJJL Niagara Falls was sold by John J. Laux for $85,000. Purchaser is the Niagara Frontier Broadcasting Corp., composed of James T. Sandonato (74.8%) and Thomas W. Talbot (25%), general manager of WJJL.

KTRN Wichita Falls, was sold by the Texoma Broadcasting Co. for $80,000 to Texoma Broadcasting Co. of Wichita Falls, composed of A. Boyd Kelley (94.5%), 45% owner of KPLT Paris, Tex., and Robert A. Harmon (5%), chief engineer at KTRN.

Other transfers which received FCC approval were:

WBEU Beaufort, S. C.—Sale of 45% interest by John M. Trask to Harold E. Trask and associates for $17,100.

KDMS El Dorado, Ark.—Sale of ⅓ interest by Paul E. Norton for $5,000 to remaining stockholders James A. West Sr. and James A. West Jr.

KBNZ La Junta, Colo.—Acquisition of negative control by A. B. Crichton Jr. and Myron S. Morrison through purchase of ⅓ interest from estate of R. D. Gerken for $8,100.

KBHS Hot Springs, Ark.—Transfer of negative control from G. L. Bayless and associates to Walter Y. Cleveland and J. Eric Taylor through stock transaction involving merger with KRCH there.

Medina Frowns on Radio-Tv 'Emotion' in Court Coverage

WRITTEN description of what takes place in a courtroom is all right, but tv, radio, tape recordings or film coverage conveys the "emotional" tone of a trial and should be forbidden, Federal District Judge Harold R. Medina, famous as the presiding judge in the 1949 trial of the 11 top U. S. Communists, said last week in an interview in Richmond, Va.

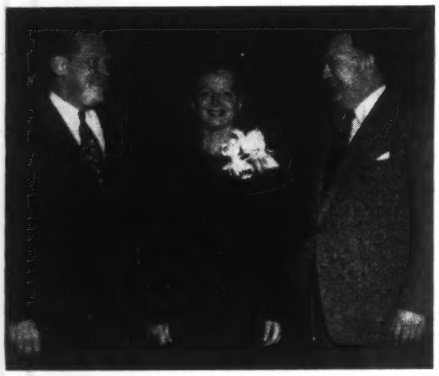
Defending the American Bar Assn.'s Canon 35—which forbids picture taking, tape recording or microphones as offending "the dignity of the court"— Judge Medina advocated continued exclusion of radio, tv and cameras from courtrooms.

Present methods of trial reporting, by newspapers, radio and tv, is all right, Judge Medina said, and inform the public of what happens in their courts.

But, he said, it is a different matter when a trial's "emotional part—the tone of a witness' voice, the various hesitations he makes when he is giving testimony . . . his facial expressions" are shown on tv and in pictures.

The witness comes to expect "theatrical" proceedings, the New York jurist declared, and begins to anticipate them in his testimony. That affects what he says, Judge Medina said.

He added that it did not make any difference that radio, tv and motion picture equipment can be operated without distracting the decorum of a courtroom. "The effect is the same," he said, "because a witness' voice comes out the next day on the radio and his picture's in the paper."



FRIEDA B. HENNOCK, FCC commissioner, chats with KMBC-TV Kansas City executives during her visit to the station a fortnight ago where she appeared as special guest of Bea Johnson, KMBC-TV director of women's activities, on *The Happy Home* show. L to r: John T. Schilling, vice president-general manager of KMBC-TV; Miss Hennock, and Donald D. Davis, vice president and chairman of the program board of the KMBC Broadcasting Co. She also spoke to a tv workshop of the U. of Kansas City and the Junior League [B•T, Feb. 7].

FTC Holds First Hearing Into Insurance Ads Case

THE FEDERAL Trade Commission last week held its first hearing to test the merits of its case against 23 accident and health insurance companies it has charged with "false and misleading" advertising in various media including radio and television.

The government opened hearings in Chicago before Examiner Loren Laughlin. The sessions were described as part of "an examination of the whole insurance industry" on the basis of findings the past few months.

FTC made its initial presentation against Bankers Life & Casualty Co., a heavy radio-tv advertiser and station owner. Three days of hearings (Feb. 8-10) were consumed with the introduction into the record of exhibits, including radio-tv and other advertising copy and company policies. As of late Thursday, it seemed the government would need at least another week to present policyholders and other witnesses to support its case.

Bankers Life & Casualty was cited for five alleged violations in connection with its White Cross Plan. The Commission brought its original charges against Bankers Life & Casualty and 16 other firms last fall [B•T, Oct. 25, 1954, *et seq*]. Similar charges later were brought against six more health and accident insurance firms [B•T, Jan. 10]. Several firms have denied the charges and a majority has requested dismissal of the proceedings on grounds the FTC has no jurisdiction over their activities since they are state-licensed.

Bankers Life & Casualty currently sponsors Paul Harvey on ABC Radio each Sunday, Gabriel Heatter on MBS alternate Tuesdays, and maintains a limited tv spot campaign.

Bankers Life & Casualty reportedly allocated about $75,000 to radio and $10,000 to television last year, but more recent allocations were not ascertainable. It was understood, however, that the sum for radio is higher than earlier estimates. The company also owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

Protest Procedure Change Requested

SEN. STROM THURMOND (D.-S.C.) last week asked the Senate Commerce Committee to consider amending the FCC's protest protest procedure (Sec. 309 [c]) to enable television service to be brought to areas where tv now is being held up as a result of protests.

Sen. Thurmond cited ch. 7 WSPA-TV Spartanburg's delay in going on the air because of litigation resulting from economic injury protests by WAIM-TV Anderson and WGVL (TV) Greenville, both uhf outlets.

11 FCC Decisions

The South Carolina Democrat, a member of the committee, said the FCC has "rendered 11 decisions in its effort to establish a television service in Spartanburg." The case now is pending in the U. S. Circuit Court of Appeals of D. C. Sen Thurmond said WAIM-TV and WGVL, "already enjoying a franchise from the government to bring television service to their respective communities," have "delayed Spartanburg from having its own tv service for over a year."

In his letter, dated last Monday, Sen. Thurmond said he was unable to find any discussion in the Plotkin Memorandum of the FCC's recommendations in its current Annual Report to amend protest procedure to "retain the intended advantages of the protest procedure, but . . . reduce the unanticipated ease with which the 309 (c) amendment is being used to delay the introduction of a new service to a community."

WSPA-TV has never gone on the air. It received a construction permit in 1953 and in early 1954 was authorized by FCC to locate its transmitter on Paris Mt., 5½ miles from Greenville on an interim basis. The two uhf stations protested and received a court stay of the WSPA-TV CP. WSPA-TV later asked and received a CP for a permanent transmitter on Paris Mt. The two uhf stations protested and received a second court stay pending a court decision, following argument of the case for merit a fortnight ago.

United Insurance Plea Fails, Must Stand California Trial

THE SUPREME COURT last week refused to interfere with the California Insurance Commission's action charging the United Insurance Co. of Chicago with misleading advertising. A Supreme Court review was denied United Insurance in its efforts to halt the California proceeding.

The firm is one of 17 health and accident insurance firms against which the Federal Trade Commission brought charges of false and misleading advertising last October [B•T, Oct. 25, 1954]. United Insurance a fortnight ago asked the FTC to dismiss the charges for lack of jurisdiction, claiming it is adequately regulated by the state where it is licensed. (Also see story this page.)

Chicago Fm Grant Issued

FCC last week granted a new class B fm station in Chicago to Northern Illinois Broadcasting Co. Grant is for ch. 246 (97.1 mc), with an effective radiated power of 11 kw and antenna height of 185 ft. above average terrain.

YOU MIGHT SKATE 100 YARDS IN 11.4 SECONDS—*

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

You just can't cover Western Michigan without WKZO. Pulse figures, left, prove that WKZO gets the lion's share of the audience, *18 hours per day!* In the afternoon, for example, WKZO delivers 321.4% more listeners than Station B, for only 35.3% more money.

Pulse isn't the only yardstick. Nielsen, too, credits WKZO—with 177.7% more average daily daytime families than Station B!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Loretta Neitzel set this world's record for women at Detroit in January, 1929.*

Rayburn Tv Ban Supported By Congressman-Broadcaster

A DEMOCRATIC congressman who also is a broadcaster has backed up House Speaker Sam Rayburn's ban against televised House committee hearings by saying the time is "not yet" for cameras to cover congressional proceedings.

He was promptly challenged by a Republican colleague who saw it the other way.

Rep. Leo W. O'Brien (D-N. Y.), a radio-tv commentator by profession and a director of WROW-AM-TV Troy, N. Y., was making a talk on the floor against televised hearings.

About the time the New York congressman was concluding his remarks Rep. Clare E. Hoffman (R-Mich.) walked into the chamber. He promptly took issue with Rep. O'Brien.

Rep. O'Brien said television would turn committee hearings "into a show" and that congressional hearings would have to compete with *Dragnet*, because tv "is still primarily an entertainment medium." Of his own experience as a radio-tv commentator, Rep. O'Brien said: "While I do not claim to be a great network personality, I have received a number of awards."

Rep. Hoffman said that even if some congressmen were "seeking the limelight," he was sure that congressional sessions would never compare with wrestling matches shown on television.

A B•T telephone call to Rep. O'Brien's office caught the congressman not immediately available for comment. "He's busy reading his radio commentator broadcast over another phone," an assistant said.

Oregon Legislature Accords Coverage Rights to Radio-Tv

RADIO-TV newsmen covering the Oregon Legislature now enjoy full equality with newspapermen, following adoption of new rules petitioned for by the Oregon State Broadcasters Assn., asking that broadcasters have access to the floor and committee rooms of both Oregon houses.

Under the new rules, both live and tape broadcasts of committee hearings will be permitted, with the chairman's approval.

Additionally, a special radio press room has been established in the Senate Gallery for exclusive use of accredited radio-tv reporters at OSBA request.

During the current session, a Senate bill was introduced requiring that all state administrative agencies open their meetings to the public, and that radio and tv stations and the press be notified at least five days prior to scheduled hearings.

Edict Upheld Making KPOA Liable for Hawaii Tax

THE Supreme Court has refused to review a San Francisco Circuit Court ruling that KPOA Honolulu was subject to a gross income tax imposed by Hawaii on all businesses [B•T, Dec. 6, 1954]. This makes the 5 kw, MBS-affiliated station (on 630 kc) liable for $15,000 in back taxes. The station, owned by J. Elroy McCaw and John D. Keating at the time of the tax suit, contended it was exempt from the tax because it was engaged in interstate commerce. Both the Hawaiian courts and the San Francisco federal court refused to accept this stand. It was held that KPOA could segregate its internal and interstate income so that the Hawaiian tax could be properly applied.

In 1936, the Supreme Court exempted KOMO Seattle, Wash., from payment of a state tax because it was a clear channel station serving eleven western and northwestern states, plus Alaska and Hawaii. Thus, KOMO could not segregate its income for the purpose of paying the state tax, the Supreme Court held.

KPOA is now owned by Radio Hawaii Inc., a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which also owns WTAC Flint, Mich.

Limit on Antenna Height Draws NARTB Opposition

LEGISLATION (H J Res 138-139) proposing to limit heights of certain radio and tv towers is unnecessary, Ralph W. Hardy, NARTB vice president for government relations, said last fortnight in a letter to Rep. J. Percy Priest (D-Tenn.), chairman, House Interstate & Foreign Commerce Committee. The first measure was introduced by Rep. Carl Hinshaw (R-Calif.); the second by Rep. Oren Harris (D-Ark.).

Expressing NARTB's "conviction that any such legislation is unnecessary," Mr. Hardy said in part: "We believe it unnecessary because presently established regulatory procedures are adequate to cope with any problem that may exist in this area. Also, I am sure you are familiar with the fact that there is in the process of being established a joint Aviation and Broadcasting Industry and Government Committee to study this matter and to report within a 60-to-90-day period."

FTC Gives Frigid Treatment To Ads From Freezer Firms

AFTER the Federal Trade Commission gave the cold shoulder to their advertising, two firms have agreed to stop representing that the purchase of a food freezer will result in unreasonable savings in food costs.

The advertising of the Deepfreeze Appliance Div., Motor Products Corp., Detroit, formerly made such statements as "The Deepfreeze home freezer pays for itself in a surprisingly short time" and "You will cut your food bills 10 to 25%."

Rich Plan Corp., Dallas, Tex., under the terms of the agreement wth the FTC, will not advertise that its plan affords "tremendous" or "unbelievable" savings in food costs. The company supervises arrangements by local food freezer dealers with frozen food outlets to supply food to purchasers of the plan. Rich Plan prepares the advertising. One of the ads objected to was that the food prices under the plan are consistently well below retail prices for the same or like items.

La Rosa Ads Cited by FTC

A COMPLAINT charging V. La Rosa & Sons (macaroni and spaghetti), New York, with false and misleading advertising was issued by the Federal Trade Commission last fortnight. The questioned advertising appeared on radio, in newspapers and other media.

The complaint cited advertising that claimed a four-ounce serving of La Rosa spaghetti or macaroni contains only 103 calories. The FTC said that "in truth" such a portion prepared in a palatable manner provides considerably "more than 103 calories." The complaint also said that the firm's advertising is misleading when it says its spaghetti is low in calories at the same time a fattening sauce is recommended for it.

Indianapolis Ch. 13 Record Is Restored

RULING in the Indianapolis ch. 13 tv contest to physically remove from the record certain income tax testimony has been revised by FCC Examiner Basil P. Cooper and the record was restored [B•T, Jan. 31]. The examiner, however, indicated that the evidence would be stricken in the sense he would not consider it in his ultimate decision.

The record restored included testimony by George Sadlier, president and 34.55% owner of Mid-West T. V. Corp., that he did not file income tax returns for certain years in the early 1940s and ultimately paid penalties imposed by Internal Revenue. The examiner struck the testimony on the ground he had ruled in error when he required the witness, under protest, to divulge the information. Other contestants in the ch. 13 hearing are WIRE and WIBC, both Indianapolis, and Crosley Broadcasting Corp.

WNYC Protests FCC Denial Of 5 Kw Transmitter Use

THE FCC has shown "no necessity, no reason and no justification" for its action in forbidding New York City-owned WNYC from using a 5 kw transmitter, to be used at capacity for Conelrad operations and at 1 kw for regular operations. This is the contention of the municipal station in its brief filed with the U. S. Court of Appeals in Washington last fortnight.

WNYC, operating on 830 kc, limited time, appealed an FCC decision refusing to allow it to use a 5 kw transmitter. The Commission said that the necessity for a waiver of the rule which prohibits a 1 kw station from using a transmitter with a higher-rated power than that had not been shown. It also dismissed WNYC's application. The New York station appealed this decision last year [B•T, Nov. 8, 1954]. It claimed that the Commission denied its application and refused its request for a waiver without a hearing. The station claimed that the Commission action penalized New York City taxpayers by forcing the purchase of two transmitters instead of one.

Subversive's Air Rights Hit

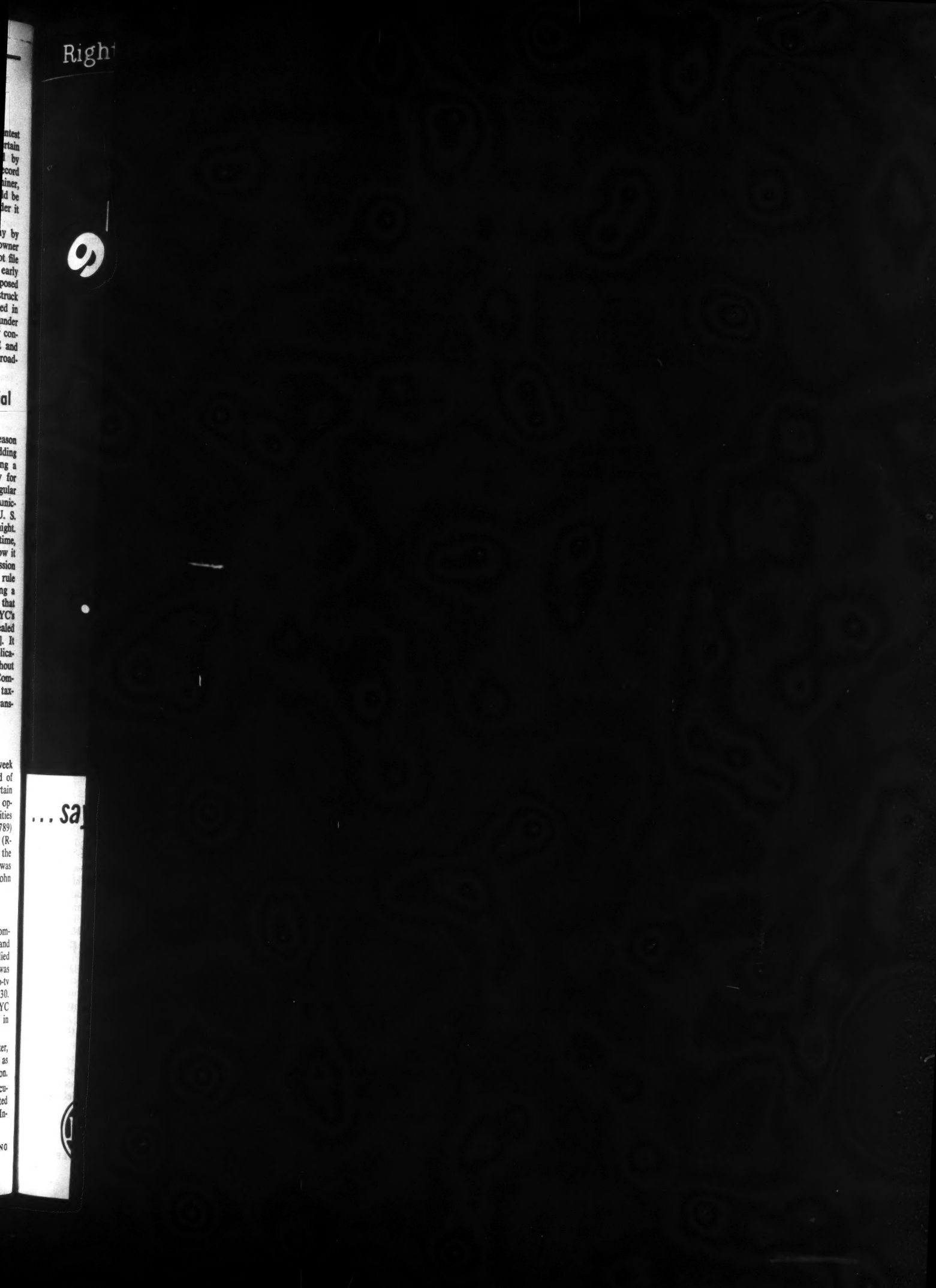
A BILL introduced in the House last week would withdraw from individuals convicted of subversive activities and members of certain subversive organizations the right of equal opportunity for the use of broadcasting facilities in political campaigns. The bill (HR 3789) was introduced by Rep. Edward T. Miller (R-Md.) and would amend Sec. 315 (a) of the Communications Act. A similar measure was handed to the Senate last month by Sen. John M. Butler (R-Md.) [B•T, Jan. 31].

GOVERNMENT PEOPLE

Raymond Asserson Sr., 64, retired Navy commander and onetime engineer with FCC and its predecessor Federal Radio Commission, died Feb. 4 in St. Thomas, Virgin Islands. He was a pioneer in the mathematics of the radio-tv engineering fields and joined FRC in 1930. Earlier he had helped plan and build WNYC New York. He retired as FCC engineer in 1948, Commission records show.

William G. Danch, film, radio and tv writer, to Radio Free Europe, Munich, Germany, as deputy program manager for Hungarian section.

Herbert A. Dingwall, advertising sales executive, Curtis Publishing Co., N. Y., appointed chief, Office of Private Cooperation, U. S. Information Agency, Washington.



. 13 tv content
record certain
en revised by
and the record
The examiner,
ence would be
not consider it

testimony by
4.55% owner
he did not file
rs in the early
alties imposed
aminer struck
had ruled in
witness, under
n. Other con-
e WIRE and
rosley Broad-

Denial
Use

y, no reason
in forbidding
rom using a
capacity for
for regular
f the munic-
n the U. S.
ast fortnight.
imited time,
to allow it
Commission
of the rule
om using a
er than that
ed WNYC's
n appealed
8, 1954]. It
its applica-
ver without
t the Com-
k City tax-
two trans-

Hit

last week
onvicted of
of certain
equal op-
g facilities
HR 3789)
Miller (R-
(a) of the
easure was
Sen. John

Navy com-
FCC and
ssion, died
He was
e radio-tv
in 1930.
d WNYC
gineer in

y writer,
many, as
n section.
es execu-
appointed
U. S. In-

CASTING

Right From WKBN-TV's Station Log...

9,493 HOURS ON-AIR*

RCA-6181—
the power tetrode
that put commercial
UHF-TV on the air.

...and still going strong!

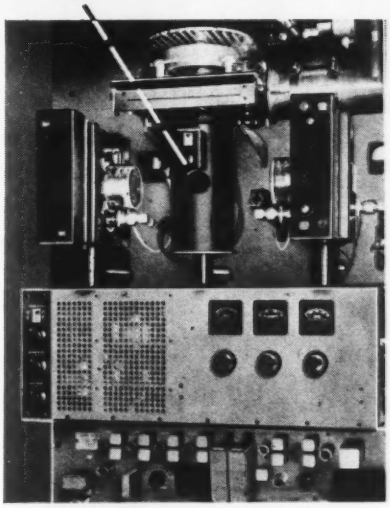
* Reported December 27, 1954

...says B. T. Wilkins, Chief Engineer at WKBN-TV

"After 9,493 hours' service in the aural section of our 12½-KW UHF, this air-cooled RCA-6181 power tetrode is still delivering peak performance! In fact, the performance of this tube compares very favorably with routine proof-of-performance measurements taken on a brand new tube!" So states B. T. Wilkins, Chief Engineer at UHF station WKBN-TV, CBS affiliate in Youngstown, Ohio.

Performance records such as this are no accident! RCA power tubes are engineered for top performance. They're conservatively rated and have great reserve of filament emission. RCA power tubes enjoy the reputation of paying off in lower capital investment per hour of tube performance—lower operating cost—minimum down time.

Ask your local RCA Tube Distributor about the complete line of RCA power tubes he carries for Radio and TV broadcast operations.



RCA-6181 tube and cavity in the driver stage of the aural section of WKBN-TV's 12½-KW UHF transmitter.

RADIO CORPORATION of AMERICA
ELECTRON TUBES **HARRISON, N.J.**

Advertisement

From where I sit
by Joe Marsh

A Pretty "Snappy" Menu

Cuff Taylor had a near riot in his hen yard last week. Seems the hens were scratching around the cold ground when they found a piece of rubber band frozen in the ice.

"One hen pecked at it," says Cuff, "and it snapped right back. She backed off clucking while another hen tried it, and another. And the 'worm' kept right on snapping back. They all got their feathers ruffled. You never heard such a ruckus!"

"I finally had to break up the ice with an ax before those hens would get back to business and start laying eggs for me again."

From where I sit, some people *raise a pretty big fuss over nothing, too. Take the fellow who would deny me a temperate glass of beer with my game of checkers. Maybe he'd rather have coffee! Well, that's all right. He has a right to his own preference. But so do I. And there's no point in his "snapping" at me just because his choice isn't the same as mine.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

— PERSONNEL RELATIONS —

AFL-CIO Merger Has No Radio-Tv Effect

LABOR relationships between radio-tv interests and unions are expected to receive little impact from the merger agreement adopted last week at Miami by AFL and CIO. The agreement is subject to final approval by top-level units of the unions.

The combined unions will have a membership of around 15 million, or a fourth of all labor. Union officials indicated recruiting drives will be started when the merger details have been completed, with emphasis on white-collar workers.

In the technical field, National Assn. of Broadcast Employes & Technicians (CIO) and International Brotherhood of Electrical Workers (AFL) have competed actively for station and network units. The new merger pact contains machinery to prevent raiding by the separate unions. International Alliance of Theatrical Stage Employes & Moving Picture Operators and IBEW, both AFL, have had jurisdictional problems in tv studio operations but AFL procedure provides for such situations. IATSE and NABET have bid actively for representation in many studio functions.

American Federation of Television & Radio Artists (AFL) has had practically no CIO competition in the talent field, though NABET has broadened its scope beyond technical employes in some areas.

NABET Members to Decide On NBC, ABC Contracts

BALLOTS to determine rejection or approval of the proposed NBC and ABC three-year contracts by the National Assn. of Broadcast Employes & Technicians membership must be returned by Feb. 23. Release of film jurisdiction rights by the NABET national negotiating committee is understood to be the major bone of contention among the membership [B•T, Feb. 7]. Should a two-thirds majority of the approximate 1,900 membership reject the contract offer, a strike may result.

Second Draft of SAG Contract Underway

PROPOSED new two-year contract is being drafted to supplant the first one submitted by Screen Actors Guild in negotiations now underway in Hollywood with advertising agencies and producers of filmed tv commercials.

The first set of proposals, which included a basic rate increase of 15%, adjustments in certain rates for group singers and a new category for commercials used on strip programs, was presented Feb. 1 and met with counter-proposals from producers and agency executives who described the original demands as leading to the use of more animated commercials.

Five Chicago Independents Reach Accord With AFTRA

FIVE independent Chicago stations have reached agreements with the Chicago local of American Federation of Television & Radio Artists on terms for a new contract, it was announced last Monday.

The agreement, signed by WIND, WJJD, WAIT, WAAF and WGES, calls for a 10% increase for staff announcers, with half of that sum to be added to the base pay and the other half to go into AFTRA's Pension Welfare Fund. Present contracts expire Feb. 28. The new pacts will be signed shortly.

WHFC and WSBC there also are expected to complete new agreements.

POLITICAL TIME EARNS CHI. STATIONS $100,000

Tough mayoralty campaign brings heavy concentration of pre-primary business.

WITH Chicago's political primary little more than a fortnight away, the city's four mayoralty candidates are buying about $100,000 worth of radio-tv time in an attempt to turn the tide of Chicago's most controversial election in years.

Present Mayor Martin H. Kennelly, running for re-election against the regular Democratic Party organization, is concentrating heavily on television with "very, very little radio save on foreign language stations," it was reported. Mayor Kennelly's advisors are said to be guided by the concept that radio is effective only in certain radio-only areas on the basis of a survey by A. C. Nielsen during the 1952 presidential election year, it was explained.

Mr. Kennelly has purchased a series of 15 programs, plus spots, on WGN-TV, and is seeking time on WBKB (TV). His time purchases on WGN-TV are said to run over $20,000 in programs and spots.

Richard Daley, the regular Democratic candidate, was pegged at about $20,000 for tv and not over $5,000 in radio. His advisors have bought a radio spot saturation campaign on WMAQ and most independent stations, running $3,000 on WMAQ alone, and including newscasts and other shows on WCFL. The Daley forces sponsor *These Are the Issues* on WBKB Sundays, and spots on WBKB (50-60), WNBQ (TV) (20-25) and WGN-TV (30).

Robert Merriam, Republican mayoralty candidate, who used a public service tv series last year to gain public prominence in the tradition of the late Fiorello LaGuardia, is turning to tv again. Like Mr. Kennelly, he has a series current on WGN-TV *(Time for Merriam)* and is buying spots on WBKB.

Benjamin Adamowski, another Democratic candidate, has ordered about 10 program segments from WGN-TV, spending less than half of the amount tabbed by either Messrs. Kennelly or Merriam on that station. About $600 has been spent for WMAQ and $6,000 for 40 spots per week on WGN.

The stations reported varying breakdowns, with more timebuys still to come. WBKB said the tv take will exceed the reported $10,000, reaching probably $30,000 by election time. WGN placed the figure at $6,000 (mostly all Adamowski) and WGN-TV at $48,000. WMAQ has about $3,600 committed and WNBQ roughly $20,000.

Bitner Interests Announce '54 Profit at $1¼ Million

NET PROFIT after taxes of more than $1¼ million for the fiscal year ending Nov. 30, 1954, was announced last week by Harry M. Bitner Jr., president of Consolidated Television & Radio Broadcasters Inc. This amounts to $2.02 per share, after $25,300 preferred stock payments, Mr. Bitner said.

The Bitner-controlled corporation owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WFDF Flint and WEOA Evansville. The family company was changed into a publicly-owned corporation late last year with the issuance of 160,000 shares of common stock [B•T, Nov. 29, 1954].

The Consolidated annual report indicated that 500 new stockholders joined the owners of the company.

The report refers to the $3.35 million pur-

Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

chase of Minneapolis-St. Paul sharetime ch. 11 stations WTCN-TV and WMIN-TV and WTCN [B•T, Jan. 31].

Balance sheet for fiscal year ending Nov. 30, 1954, showed total assets of $6,869,505, of which $2,122,852 was current assets. It showed current liabilities as $2,019,570, long term debt of $637,500 and retained earnings as $4,137,728. Net profit after taxes was set at $1,253,661.

S. C. Judge Permits WBTV (TV) Tv Filming in Superior Court

TELEVISION coverage of a session of Superior Court was permitted last Monday in Mecklenburg County Court House, Charlotte, N. C. Judge George B. Patton permitted Nelson Benton, Carolinas news editor of WBTV (TV) Charlotte to shoot footage silently and without bright lights during a case involving racial segregation on a public golf course.

WBZ-TV Fetes Cameramen In 'Dateline Video' Event

ADAPTABILITY of the independent tv cameramen of WBZ-TV Boston was demonstrated last week when 32 members of the 35-man crew filmed a 30-minute documentary of the station's operations in 2½ minutes.

The occasion for this fast film-work was "Dateline Video," during which W. C. Swartley, station manager, and his staff paid tribute to the men who provide the Westinghouse station with filmed news coverage of five New England states.

The purpose was twofold, according to Mr. Swartley: "To produce an educational film which we will show on the air and make available to schools and civic groups, and to dramatize the size and flexibility of our news operation. . . ."

Each cameraman was provided with 90 ft. of film, allowed 15 minutes to study a part of the station and 2½ minutes to photograph it. For the final scene, all the correspondents centered their cameras on Sue Bennett, former network singing star and now hostess of the WBZ-TV Wednesday night *Sue Bennett Show* (see photo below).

The station activities were followed by a dinner at Boston's Hotel 1200 Beacon where William Rivers of the Eastman Kodak Co. discussed Kodak's new Tri-X film, with which the WBZ-TV documentary was shot, and William Thurston of Ansco discussed the use of color in making motion pictures.

WBBM Sales Staff Undergoes Changes

APPOINTMENTS involving naming of James P. Hensley as sales manager of WBBM Chicago and others to the staff of CBS Radio Spot Sales in New York were announced Wednesday by H. Leslie Atlass, WBBM general manager and vice president of CBS Central Div.

Mr. Hensley succeeds William F. Miller, who has moved to the New York office as an account executive.

Appointed special sales representatives in New York for WBBM and KMOX St. Louis, Mr. Atlass announced, were George Drase, WBBM account executive; Buck Hurst, former national representative of KMOX, and Jack Boswell, now WBBM eastern sales representative. They will represent the two CBS o&o outlets at CBS Radio Spot Sales New York headquarters.

Mr. Hensley, who has been an account executive with the organization in Chicago, joined KNX Los Angeles in 1950 as a sales representative, becoming an account executive with KNX-Columbia Pacific Radio Network Sales Dept. two years later. He joined the San Francisco office of CBS Radio Spot Sales in August 1953 and was transferred to Chicago last May.

Logs Still at Issue In Spartanburg, S. C.

SPARTANBURG, S. C., radio stations and the two local newspapers, *Herald* and *Journal*, have made counter offers to end an impasse over non-publication of daily logs, but the offers have been received with skepticism by both sides.

Last Dec. 31 the newspapers stopped running radio station logs under time-exchange arrangements. This occurred after publication of an article in the Oct. 18, 1954, B•T showing how the leading department store in the area, The Aug. W. Smith Co., had enjoyed improved sales after dropping much of its newspaper ad budget in favor of radio time. However, the newspapers carry logs of four tv stations whose signals enter the area.

The newspaper, over a page editorial signed by publisher Phil Buchheit, offered Feb. 1 to run the radio logs "free of charge" if each of the three stations (WSPA, WORD, WJAN) would broadcast "each hour a rundown of the programs coming up on each of the other two stations."

In turn, the three stations offered to pay for publication of their schedules in the two newspapers "but not until the Spartanburg *Herald* and *Journal* justify to us their rates with circulation." This offer was signed by W. Ennis Bray, WJAN; Paul von Hagel, WORD, and Roger Shaffer, WSPA.

In a joint statement the stations listed comparable rates of other newspapers in the South Carolina area. This statement said the *Herald* and *Journal* had 39,617 circulation in a county with 150,349 population, charging $2.10 per inch. The *Greenville News* and *Piedmont*, with a rate of $2.75 per inch, deliver 98,218 newspapers in a county with 168,152, it was stated. The Spartanburg newspapers carry out-of-town tv station logs "as a public service" and this same public service is denied local radio schedules, according to the joint statement.

A Spartanburg weekly, *Shoppers Guide & Textile Tribune*, is carrying the local radio schedules free of charge.

TWO NEW Red Cross recordings, promoting the annual drive for members and funds, starting March 1, are presented to John Cohan (r), president of KSBW-AM-TV Salinas, Calif., by Stanley Allyn (l), National Red Cross Fund Campaign chairman, and E. Roland Harriman, chairman of the Red Cross. Mr. Cohan is fund vice chairman for California and Nevada and heads the annual campaign in that area.

KBTV (TV) Denver Sold To Mullins, Leu for $1 Million

SALE OF ABC-affiliated, ch. 9 KBTV (TV) Denver by W. D. Pyle and associates to Tv Denver Inc., principally owned by John C. Mullins, formerly the principal owner of KPHO-AM-TV Phoenix, and Nashville insurance broker Frank Leu for $900,000 plus the assumption of more than $100,000 in obligations was announced last week. The sale is subject to the usual FCC approval.

Mr. Mullins said in announcing the purchase that he was negotiating for a second tv station and that he planned to acquire five. KPHO stations were sold to Meredith Pub. Co. for $1.5 million in 1952. At one time Mr. Mullins had an option to acquire 51% of KONA (TV) Honolulu. He has been active in the amusement park and real estate development business in Tulsa.

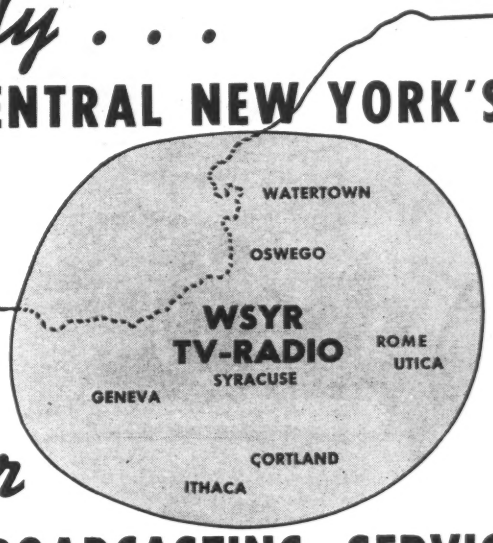
KBTV began operating Oct. 12, 1952—the second post-freeze tv station on the air. KFEL-TV Denver, on ch. 2, began in July of that year. KBTV is owned by a group of Colorado businessmen and is represented by Free & Peters Inc.

Present personnel of KBTV will be retained, Mr. Mullins said. Joseph Herold is manager.

This is the second tv transfer in Denver. Last year Time Inc. bought CBS-affiliated KLZ-AM-FM-TV Denver for $3.5 million. The other Denver tv stations are KOA-TV, affiliated with NBC, and KFEL-TV, with DuMont.

Definitely . . .

CENTRAL NEW YORK'S



Superior

BROADCASTING SERVICES!

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York.*

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

WSYR

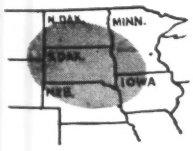
TV 100 KW CHANNEL 3 • **RADIO** 5 KW 57.0 KC

Represented Nationally by
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CHRISTAL CO., Inc.

SYRACUSE, N. Y.

BIG AGGIE LAND:

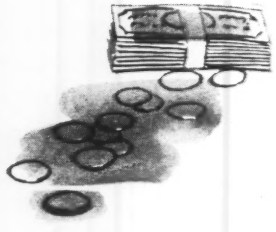


Where 80% of the homes hear WNAX-570 from 3 to 7 times a week.

in the land where *radio* reigns

It won't be easy, even for Big Aggie (our alter ego) to count all the money in Big Aggie Land. For this vast and prosperous land is inhabited by more than 2¼ million people with effective buying income of better than $2.8 billion annually.

MONEY, MONEY, MONEY, *all over the place*



The citizens of Big Aggie Land come by their money through agriculture and the great industries that derive from it. And WNAX-570, the Big Aggie Station, strides the length and breadth of Big Aggie Land telling them how to spend it. They listen, too, as our fabulous mail count proves year after year.*

So just remember this — whatever media you buy in other lands, there is only one low-cost, high-return way to sell the 670,000 families in the Great Upper Missouri Valley. WNAX-570.

*Ask your Katz man for data on that fabulous mail count.

WNAX-570
Yankton, South Dakota
A Cowles station. Under the same management as KVTV Channel 9, Sioux City, Iowa
Don D. Sullivan, Advertising Director
CBS Radio

WRCA-TV's New Sales Plan Allows Discounts on Breaks

DETAILS of a new WRCA-TV sales plan were announced last week by Jay Heitlin, sales manager, calling for an advertiser who purchases fourteen 10-or-20 second station break announcements during a Sunday through Saturday week to receive a 50% discount on those breaks in "d" or "c" time. The plan became effective yesterday (Sunday).

Called 'The 14-50 Plan," it applies essentially to station breaks prior to 5:59 p.m. daily and after 11:15 p.m. daily and one-minute participations in designated programs between 9 a.m. and 5:30 p.m. daily. All station breaks in all time classes may contribute to the total of 14, but the 50% discount will apply only to those in "d" or "c" time. Those in "a" or "b" time will receive only those discounts earned according to the current rate card (No. 14).

The plan also provides that if the advertiser employs at least one ID or 20-second announcement on a seven-day basis in "d" and/or "c" time, he earns an additional 10% discount on 10- or 20-second announcements he may be running in "a" or "b" time. His total discount may never exceed 50%.

New Corporation Takes Over Operation of KOMO-TV

NEWLY-FORMED corporation, Fisher's Television Co., Feb. 1 took over operation of KOMO-TV Seattle, according to W. W. Warren, executive vice president and general manager of the new company.

Mr. Warren said that the new corporation was formed to include Theodore R. Gamble and C. Howard Lane as owners of one-third of the stock in Fisher's Television Co. Fisher's Blend Station Inc., owner-operator of KOMO, hold two-thirds interest. Mr. Warren continues as vice president-general manager of Fisher's Blend Station Inc.

KOMO-TV is a NBC-TV affiliate. No changes in policy or operating personnel are involved in either operation, it was stated.

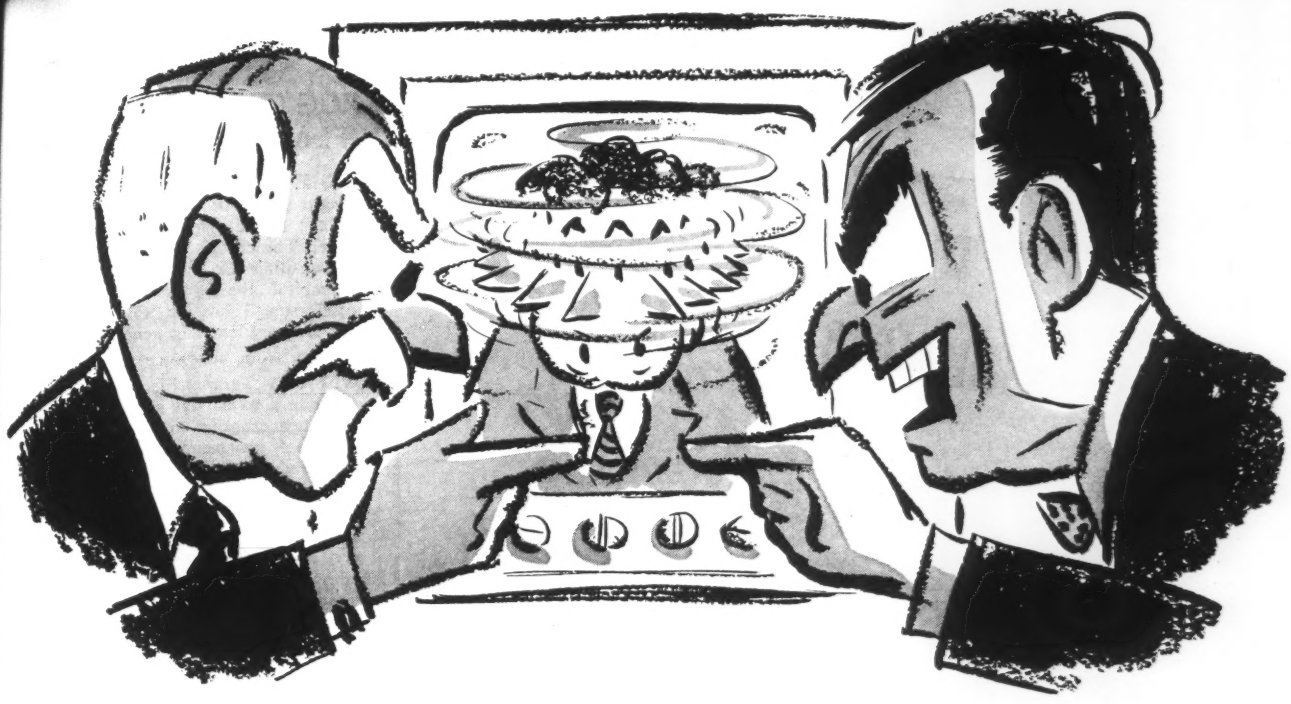
WJR Sets Nighttime Rates Nearer to Network Charge

AN ADJUSTMENT in nighttime rates has been announced by WJR Detroit, effective Feb. 14, closing the gap between the rates charged for its facilities by CBS and those charged by the station on a local and national spot basis. The announcement coincides with WJR's renewal of its agreement with CBS.

The new structure establishes a single rate of $550 for all time periods with the exception of the 6 to 8 p.m. period Monday through Saturday, which has a premium time base rate of $750. Other adjustments made are: Monday through Friday, 8 to 11 p.m., $550; Sunday, 12 noon to 11 p.m., $550. Daytime rates remain unchanged: 7 a.m. to 6 p.m., Monday through Saturday, $550.

Freede-Miller Buys WBOY

WBOY Tarpon Springs, Fla., 5 kw daytimer on 1470 kc, has been sold to Freede-Miller Broadcasting Co., for $76,000 subject to FCC approval. Principals in the purchasing firm are Hal Freede, network organist and Boston audio consultant, and J. McCarthy Miller, commercial manager of WSPB Sarasota, Fla. Paul H. Chapman, Atlanta broker, handled the sale.



To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

**Consisting of Studio Musi-Films and Snader Telescriptions*

Put scores of top name artists on your regular staff

TERESA BREWER

LES BROWN

TONI ARDEN

BURL IVES

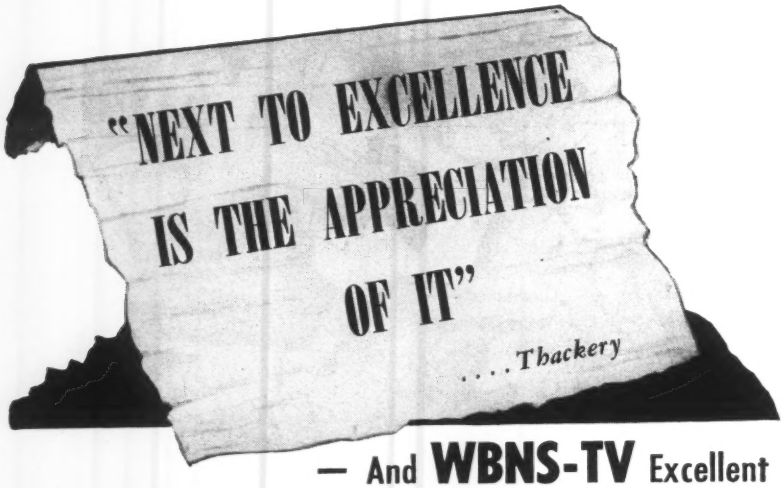
PEGGY LEE

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

S F

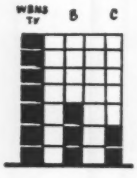
IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236



— And **WBNS-TV** Excellent Programming and Commercial Treatment is Appreciated By 427,239 Homes.

WBNS-TV *Program Schedule*

rated one of the country's best, dominating the central Ohio market. *For example:* *



Share of Audience

WBNS-TV	*Station B*	*Station C*
47.5	*36.3*	*16.2*

This same dominant position also delivers higher ratings for CBS and locally produced shows.
For example: WBNS-TV carried 8 of the top 10 shows in the Central Ohio area and this top position has been consistently held for the past two years.*

WBNS-TV *Commercials*

have selling showmanship for the approximately 3 billion dollar buying income coverage in the central Ohio area **
For example: a complete advertising campaign was developed for Lushus of Sheriff's, Ltd. Canada, with film commercials created and produced by the WBNS-TV film laboratory.

WBNS-TV *Facilities*

include a complete film laboratory qualified to do any type of film or slide work; continuity department to assist or originate material; large property department, and the finest engineering equipment, including stand-by transmitter and antenna system. The station's facilities may always be counted on to be the newest and best suited for the job.
For example: the station's art department is one of the first in the country to be equipped with a Film-O-Type machine.

source material
* ARB, Dec., 1954 Columbus Area
** Sales Management Survey of Buying Power—1954.

WBNS-TV's sales department coordinates these facilities to best benefit your account and results are evidenced by the national and local sponsors using the station's rich 33-county central Ohio market. Spot and program availabilities as well as costs, can be procured through Blair TV, or by writing the Columbus sales office.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

STATIONS

KRCG (TV) Begins Operations, WFLA-TV, WLEX-TV Ready

KRCG (TV) Jefferson City, Mo., was scheduled to begin commercial programming yesterday (Sunday) as a primary, interconnected CBS affiliate. The ch. 13 station will be represented by Hoag-Blair Co. KRCG is located in the state capital, the first tv there, and is owned by Jefferson Television Co. Mrs. Frank G. Handy is president and general manager.

Reports from upcoming stations:

WFLA-TV Tampa, Fla., on test patterns for more than a week, has reported it will telecast its first test program today (Monday). Start of commercial programming on a regular basis is expected before March 1. The ch. 8 station will be affiliated with NBC and represented by Blair Tv Inc.

WLEX-TV Lexington, Ky., has announced it will commence commercial programming on or about March 1, depending on completion of the microwave relay from Louisville. WLEX-TV, on ch. 18, will be a basic NBC affiliate and also will affiliate with ABC and DuMont. The antenna is 1,773 feet above sea level which WLEX-TV claims is the highest in the state. E. L. Boyles is vice president and general manager.

WFIL-AM-TV Names Koehler To New Station Manager Post

GEORGE A. KOEHLER has been named to the newly-created post of station manager for WFIL-AM-TV Philadelphia, Roger W. Clipp, general manager of the stations has announced.

MR. KOEHLER

Mr. Koehler has been with WFIL since 1945. He has served in the news and special events department, as publicity director, director of advertising and promotion, radio sales manager, and for the past two years has been Mr. Clipp's executive assistant.

CBS-TV Spot Promotes Foley To Sales Promotion Director

JOHN DONALD FOLEY, director of CBS-owned television stations promotion service, has been appointed to a newly-created post, director of sales promotion for CBS Television Spot Sales.

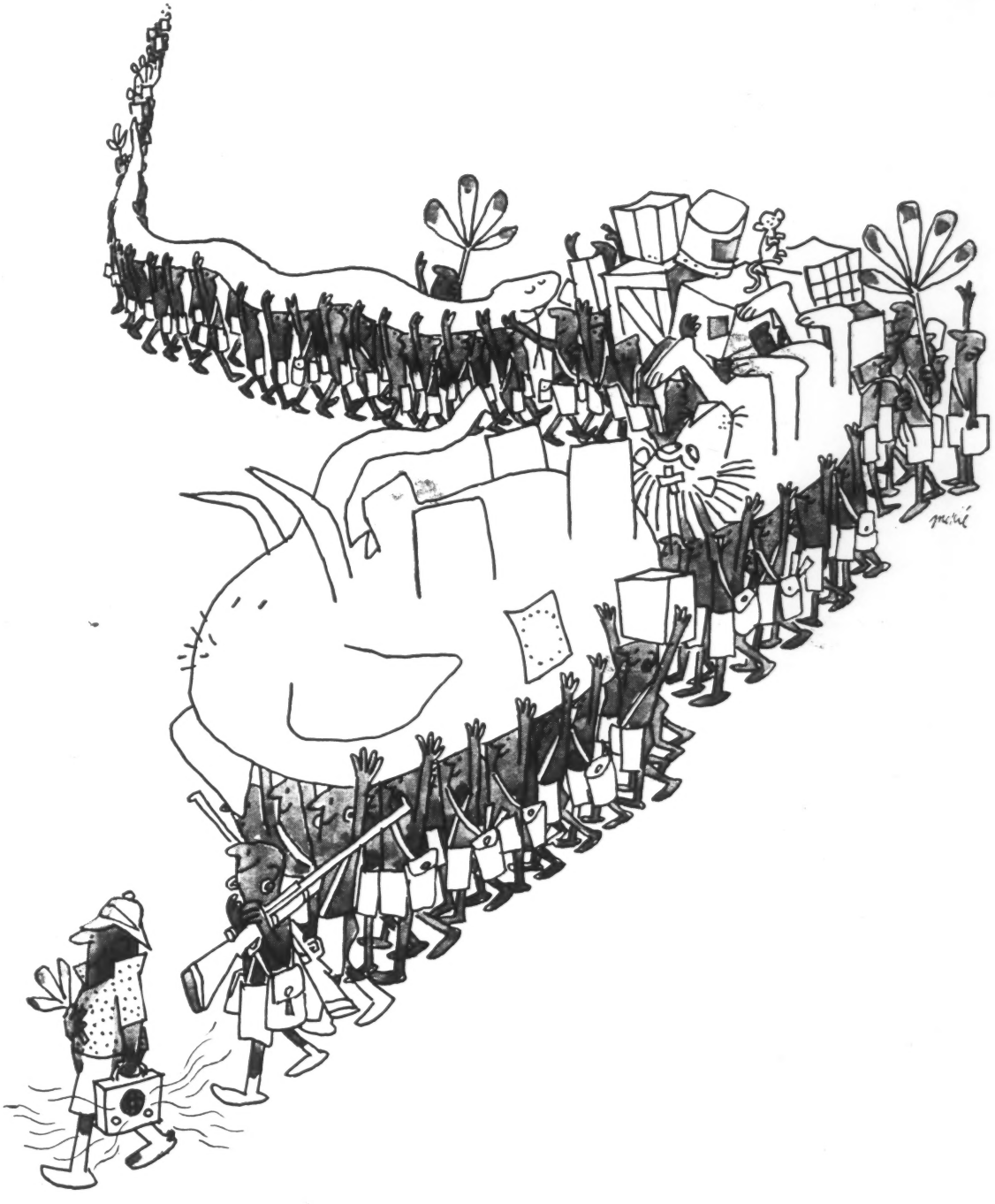
Mr. Foley has been with CBS-TV promotion for the past year after having been promotion manager of WCBS New York from 1951 to 1954. Previously, he was associated with NBC Radio.

Mohler Named to CBS-TV Post

APPOINTMENT of Jack L. Mohler as director of sales development for CBS Television Spot Sales was announced last week by Clark George, general sales manager. Mr. Mohler moves to his new assignment from WOR New York where he was a sales executive.

Except for service with the U. S. Army, Mr. Mohler has been with WOR since 1941, first in promotion and research and later in sales.

Some people are born leaders



...like WCAU, Philadelphia

In 1954, more advertisers spent more money on WCAU-Radio than at any other time in the station's 32-year history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

CBS Tv Spot Names Two

APPOINTMENT of Lamont L. Thompson and Ted O'Connell as account executives of CBS Television Spot Sales, New York, was announced last week by Edward A. Larkin, eastern sales manager. Mr. Thompson moves to New York from the organization's Chicago office where he has been an account executive for 18 months. Mr. O'Connell was formerly an account executive at WBBM-TV Chicago.

Castelman to Free & Peters

GEORGE C. CASTELMAN, formerly manager of CBS Spot Sales sales development, has joined Free & Peters, as television account executive, according to Lloyd Griffin, vice president in charge of tv for the national representative firm.

STATION PEOPLE

Max G. Falkenstien, WREN Topeka, Kan., appointed general manager; **Gerald K. Barker** promoted to assistant manager; **Robert L. Richmond** named program director; **Fred L. Conger,** business manager, resigns.

Jack Grant, local sales manager, KROW San Francisco, appointed general manager, KVSM San Mateo, Calif.

Oscar Huff Jr., program director, WTAC Flint, Mich., appointed assistant manager, in charge of all sales and programs.

Arnold Fort, formerly with WTTG (TV) Washington, to WKDA Nashville, as program director and assistant to vice president and general manager; **Robert T. Anderson,** manager of supervision and operations, WISE-TV Asheville, N. C., and **Boyce Hawkins** to WKDA as account executives; **Jack Hatcher,** formerly with WABB Mobile, Ala., and **Bill Morgan,** country columnist, *Downbeat* magazine, to announcing staff.

William S. Ewing, sales manager, WAMS Wilmington, Del., to WTUX there as vice president and sales manager.

MR. EWING

Stan Simpson, former manager, KVVG (TV) Tulare, Calif., appointed general manager, KONG Visalia, Calif.; **Dick Scudder,** formerly program manager, KCOK Tulare, to KONG in same capacity; **Fred Allen Jr.,** former KCOK account executive, to KONG as sales director; **Bob Lee,** former KVVG news and sports director, to KONG in same capacity; **Dale Weldon,** former KCOK account executive, to station in same capacity.

Thomas E. Howard, engineering director, Jefferson Standard Broadcasting Co. (WBT-WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.), promoted to vice president in charge of engineering.

MR. HOWARD

J. Daniel O'Connell appointed promotion director, WPTR Albany, N. Y.

Frank Annand, announcing staff, WCHS Charleston, W. Va., appointed WCHS-TV production manager; **Carl Osborne,** WADC Akron, Ohio, and **Bill Richards,** program director, WGKV Charleston, to WCHS-TV announcing staff; **Nilo Olin,** photography director, WKNA-TV Charleston, to WCHS-TV as chief photographer.

Vin Gruper, WTTM Trenton, N. J., appointed director of public service; **Howard J. Tedder** appointed director of publicity and promotion.

Jack DeMello, KROW San Francisco, appointed local sales manager, succeeding **Jack Grant,** resigned; **Charles W. Johnson,** S. F., sales manager, promoted to assistant national sales manager.

William McCormick, regional sales manager, WOR-AM-TV New York, promoted to WOR assistant sales manager; **Robert J. Kolb,** WOR account executive, promoted to WOR-AM-TV regional sales manager.

Merle Forland, former radio sales manager, WPBC Minneapolis, named general manager of WPBC Stamps, merchandising subsidiary, and to WPBC advertising executive board; **Jack I. Moore** appointed WPBC sales promotion manager and to advertising executive board; **D. Mylo Beam,** WPBC sales and advertising manager, named to advertising executive board.

Ernest Leiss appointed acting supervisor of news, WPTZ (TV) Philadelphia, succeeding **Dick McCutchen,** news director, resigned.

Raymond J. Shea, formerly tv technician, 135th Video Production Squadron, U. S. Air Force,

MR. BAKER—

OF BREAD, BUNS, COOKIES AND CRACKERS—

If you sold just one loaf of your bread per week to the homes which listen to WGN each month during the day—that would mean 10,618,480 loaves!* At 10¢ a loaf, that's $1,061,848 in sales in one month!

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

* Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

IT TAKES TIME
TO SHIFT THE SANDS
IN AN HOURGLASS...

...and it takes *time* to make a good recording disc

Not the speed-up...but the slow-down...is the tempo of production in PRESTO's Recording Disc Division. PRESTO's engineers insist on time-consuming operations for the best reason in the world...it's the only way to make the best recording discs in the world!

Surprisingly, PRESTO superior quality discs are competitively priced... offer far more value for the money. See for yourself!

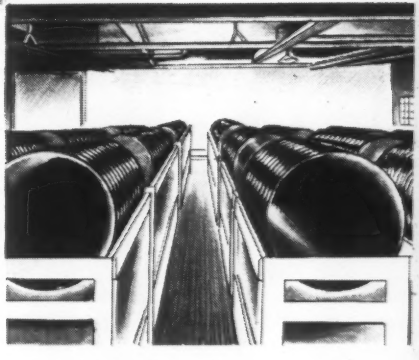
PRESTO Green • Orange • Brown and White label discs are used throughout the world wherever fine recording is done

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



TIME CONSUMING STEP #3 IN MAKING A PRESTO RECORDING DISC

The secret of clear, high fidelity reproduction is proper "aging" of recording discs. That's why PRESTO devotes so much time to the careful, unhurried "curing" of PRESTO discs. Each PRESTO disc is fully matured under temperature-controlled and dust-free conditions. No baking or other forcing methods are ever used! In time (plenty of time!) the perfect recording surface of PRESTO discs is produced.

to engineering staff, WICS (TV) Springfield, Ill.

Ken A. Weaver, former salesman, WCPO Cincinnati, to WCKY there as account executive.

MR. WEAVER

Martin Pollins, account executive, World Broadcasting System, N. Y., to WOR-TV there in same capacity.

Tom Hawley, account executive, CBS Radio, to WATV (TV) Newark in same capacity.

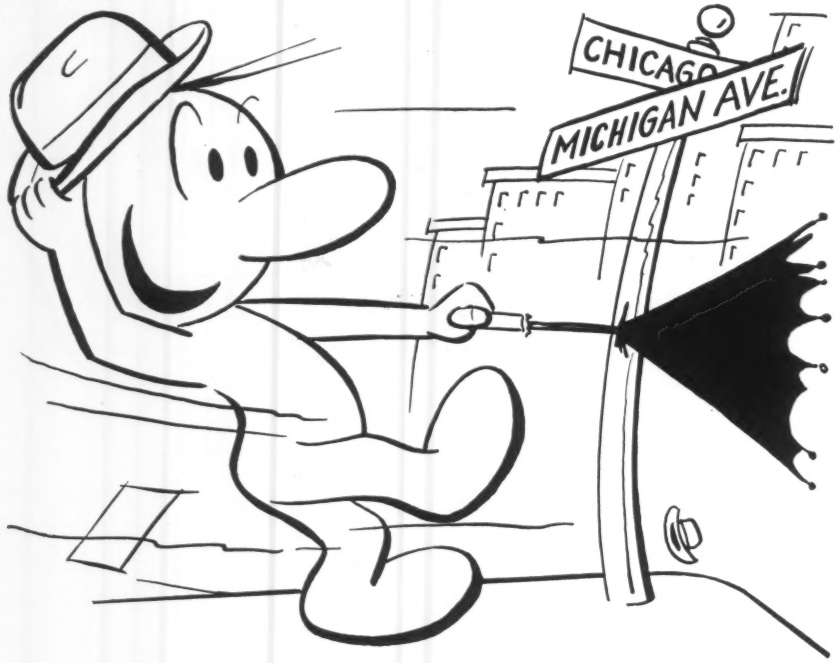
Richard L. Beesemyer, account executive, KHJ-TV Hollywood, to KNXT (TV) there in same capacity.

Bob Whitely, promotion director, KPOJ Portland Ore., to national advertising dept., KOIN there.

Bernard Covit to sales staff, WATV (TV) Newark, N. J.

Wayne L. King, formerly with WMIN Minneapolis-St. Paul, to radio sales staff, KSTP there; **Byron Anderson,** KSTP radio sales staff, transfers to KSTP-TV as account executive.

Royal E. Penny, formerly with WPTF Raleigh, N. C., to sales dept., KGMB Honolulu; **Kay Yee,** traffic dept., and **Lorraine Miller,** copy dept., resign.



IT'S "WINDY" IN CHICAGO, TOO!

Yes, WINDY'S just as welcome as could be on Michigan Avenue! And this popularity is his just due—because as WINDY says, "Time buyers from far and near, now know—KTVH is the advertiser's delight."

Let successful folks lead the way and KTVH will reach more people per TV dollar—for you!

Covers Central Kansas

KTVH
HUTCHINSON

VHF
240,000
WATTS

CBS BASIC—DUMONT
Represented Nationally by H-R Representatives, Inc.

CHANNEL
12

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

Murray Karmiller, on-the-air promotion writer, WCBS New York, transfers to WCBS-TV in same capacity.

Harin Morsch, society reporter, *DeKalb (Ill.) Chronicle,* to WLBK there as home economist.

John Lanzieri to art staff, WJAR-TV Providence.

Jack Rowzie, disc m.c., WWDC Washington, recipient of $500, Mercury Records contract to record "Why Do I Love You" poem to "Melody of Love" music and gold record plaque as winner of nationwide radio personality contest; **Russ Norman,** KING Seattle, and **Robin Seymore,** WKMH Dearborn, Mich., recipients of $200 each in tie for second; **Arty Kay,** WLVK Lexington, Ky., recipient of $100 for third place.

Del Donahoo, special events reporter, WHO-AM-TV Des Moines, currently on 38-day tour of Egypt, Holy Land, Italy, France and other countries, covering trip for stations.

W. O. Pape, owner, WALA-AM-TV Mobile, Ala., named director, newly-formed Citizens Bank, same city.

Jimmy Kilgo, personality, WIST Charlotte, N. C., featured in March issue, *Tv-Radio Mirror.*

Cal Jones, executive producer, WPTZ (TV) Philadelphia, elected vice president, Penn-Ryn, Pa., PTA.

Alan Freed, Jack Lacy and **Brad Phillips,** disc m.c.'s, WINS New York, among top five in New York metropolitan area teenage survey poll.

Hank Weaver, newscaster, KABC-TV Los Angeles, named first president, newly-formed "Boxing For Youth" charity designed to combat juvenile delinquency.

Marcellus M. Murdock, publisher, *Wichita Eagle* (KFH-AM-FM), scored highest mark ever recorded in radio navigation section of Civil Aeronautics Administration on instrument rating examination.

Barney Keep, disc m.c., KEX Portland, Ore., emceed annual "Banquet of Champions" of Oregon Sportscasters & Sportswriters Feb. 10 in Portland.

The Midwesterners, square-dance group, WLW-TV Cincinnati, to Hollywood March 1-6 to appear in Universal-International movie tentatively titled "Second Greatest Sex."

Reginald P. Merridew, director of operations, WGAR Cleveland, elected to board of trustees, Cuyahoga County Library; **Charles R. Day,** news director, elected to program committee, Cleveland Y.M.C.A.

Glenn Marshall Jr., president, WMBR Jacksonville, Fla., elected to board of directors, Florida National Bank.

James F. Murray, manager, KQV Pittsburgh, elected to board of directors, Golden Triangle Assn., businessman group to promote shopping in downtown Pittsburgh.

Carl Glade, account executive, WTVN Columbus, Ohio, appointed chairman, National Adv. Week committee, Adv. Club of Columbus.

Jim Farr, announcer and account executive, KSTV Stephenville, Tex., elected president for 1955, Stephenville Kiwanis Club.

Gordon Davis, program manager, KYW Philadelphia, named to head radio-tv committee in Phila. Junior Chamber of Commerce drive against sales of "horror" comic books.

Joseph Gillespie, station relations director, WSJV (TV) Elkhart, Ind., appointed special

Ford Pyle

HE'S HAPPY THE WAY THINGS HAPPENED

"I've heard it said that in this country everybody has a chance to become President.

"Me, I don't think I'll make it. I retired last December after 36 years on the job. Started with Union Oil as a roustabout back in 1918. Had no real training, mind you. Just a feeling for machinery I'd picked up on my Dad's ranch. So I shoveled—9 hours a day, 6 days a week. Made $24.

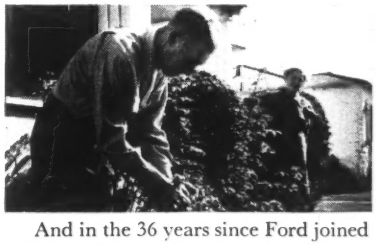
"I ended up a Senior Mechanic in charge of Union Oil's Rosecrans Plant—working 8 hours a day, 5 days a week, and getting lots more done. Making over 5 times more, too.

"Put my two boys through college. Got my house all paid for and a tidy sum set aside. And Union Oil's giving me 70% pay long as I live.

"President? Nope, not Ford Pyle. But that's not important. The big thing is I'm plenty happy just the way things happened. After all, where else but in this country could I get so much back just for doing the job well?"

FORD PYLE, JUST BEFORE HE RETIRED, AFTER 36 YEARS ON THE JOB.

Ford Pyle's hard work is the first reason for his success, obviously. But better tools did help.



And in the 36 years since Ford joined Union Oil, our investment in tools has increased from $17,000 to $77,000 per worker. That's why he was able to produce more in less time and make more money.

Because America's free competitive economy forces better tools and new

techniques every year, people like Ford Pyle—people like you—enjoy a constantly improving standard of living.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

events director, Elkhart County 1955 March of Dimes.

Jerry Marshall, disc m.c., WNEW New York, named most popular disc m.c. in poll of Teenage Survey Service, N. Y.

Henry W. Dornseif, controller, Midwest Radio-Television Inc. (WCCO-AM-TV Minneapolis-St. Paul), elected to Controllers Institute of America.

Rex Preis, commercial manager, WOAI San Antonio, named chairman, 1955 Boy Scout circus in San Antonio March 18-19; **Lou Riklin,** WOAI account executive, elected president, Lighthouse for the Blind welfare organization, and appointed campaign consultant, Bexar County March of Dimes drive.

Jim Whitaker, sales representative, WWVA Wheeling, W. Va., winner of sales contest conducted in all Storer Broadcasting radio stations.

Thomas C. McCray, general manager, KRCA (TV) Hollywood, named volunteer radio and tv committee chairman for 1955 L. A. Red Cross Fund Appeal.

George Heinemann, program manager, WMAQ-WNBQ (TV) Chicago, elected vice president, Chicago Council., Navy League of U. S.

Steve Wayne, host, KTLA (TV) Hollywood, *Tee Vee Auctions*, assigned role in untitled feature film by Tung Hwa Motion Picture Industries Ltd.

Jack Morris, news director, KTVX (TV) Muscogee, Okla., inaugurated as president, Tulsa Press Club.

Ed Kuzma, program director, WBAX Wilkes-Barre, Pa., father of boy, Ned, Feb. 7.

Lawrence H. Rogers, vice president and general manager, WSAZ-TV Huntington, W. Va., father of girl, Natalie Titus, Feb. 1.

Bob Baker, promotion and program director, KORK Las Vegas, Nev., father of boy, David Allen, Jan. 25.

Carl Graham, transmitter engineer, WSYR Syracuse, N. Y., father of boy, David, Jan. 20; **Bill Ruff,** announcer, WSYR-TV, father of girl, Andrea.

Shirley Matson, WTAG-AM-FM Worcester, Mass., mother of twin boys.

Jerome Greenberg, account executive, WAAT Newark, father of boy, Richard Lawrence, Jan. 14.

Alfred P. Daniel, 65, formerly with KPRC Houston, died Jan. 31.

NBC PROMOTES McAVITY, FOUR OTHERS

McAvity elected vice president in charge of the NBC Television Network. Pinkham replaces him as vice president of tv network programs. Rettig elected vice president of tv network services. Others promoted: Werner and Sargent.

ELECTION of Thomas A. McAvity as vice president in charge of the NBC Television Network was announced last week by Sylvester L. Weaver Jr., NBC president. He was promoted from vice president of television network programs and in his new assignment will report to Robert W. Sarnoff, executive vice president of NBC.

MR. McAVITY

Four other promotions were also announced by Mr. Weaver. Richard A. R. Pinkham replaces Mr. McAvity as vice president of tv network programs; Earl Rettig has been named vice president in charge of tv network services, and Mort Werner and William V. Sargent are now director of participating programs and director of television network business affairs, respectively.

Mr. McAvity first joined the network in 1929 as a producer. He left in 1932 and for several years supervised production of radio programs as head of the radio department for Lord & Thomas, later going into freelance production and packaging. In 1951 he returned to NBC as director of talent and program procurement for tv and was appointed national program director in 1952. In 1954 he was elected a vice president.

Mr. Pinkham, who succeeds Mr. McAvity, joined NBC in 1951 as manager of planning. He was later named executive producer of *Today* and last fall was promoted to vice president of participating programs.

Mr. Rettig, now vice president in charge of tv network services, was promoted from his assignment as vice president in charge of production and business affairs. He has held the latter position since February 1954. Mr. Rettig came to the network in 1950 after more than 20 years in the broadcasting and motion picture industries.

MR. PINKHAM

MR. RETTIG

MR. WERNER

MR. SARGENT

In 1951, Mr. Werner came to NBC as a producer on *Today*. At the time of his promotion, he was executive producer on *Today, Home* and *Tonight*. Mr. Sargent has been with the network since 1949. In 1953 he was appointed manager of business affairs for the television network, the position he held until now.

Intermountain Network Adds Seven Radio Outlets

ADDITION of seven new Colorado and Wyoming radio stations to the Intermountain Network has been announced by Jack Paige, Intermountain executive vice president, from the network's home office at Salt Lake City.

KOWB Laramie, Wyo., became the 45th affiliate of the Intermountain Network Jan. 1, Mr. Paige announced, and six Colorado stations have been incorporated as part of Intermountain as the Colorado State Network. The Colorado stations: KLMR Lamar; KIUP Durango; KVRH Salida; KGIW Alamosa; KLVC Leadville, and KEXO Grand Junction.

Mr. Paige also said that newly-authorized KOLR Sterling, Colo., will be added to the Colorado group when it is in operation.

NBC's Denning to Talent Post

APPOINTMENT of James E. Denning, senior attorney in NBC's legal department, as manager of talent and program contract operations was announced last week by Gustav B. Margraf, NBC vice president for talent. Mr. Denning joined NBC in 1951 after serving as director of industrial relations with RCA Communications Inc. He was with the law firm of Townley, Updike & Carter, New York, from 1939-44, and was secretary and general counsel for Press Wireless Inc. and affiliated companies from 1944-47.

SELLING . . . The Nation's 37th Market in Retail Sales

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

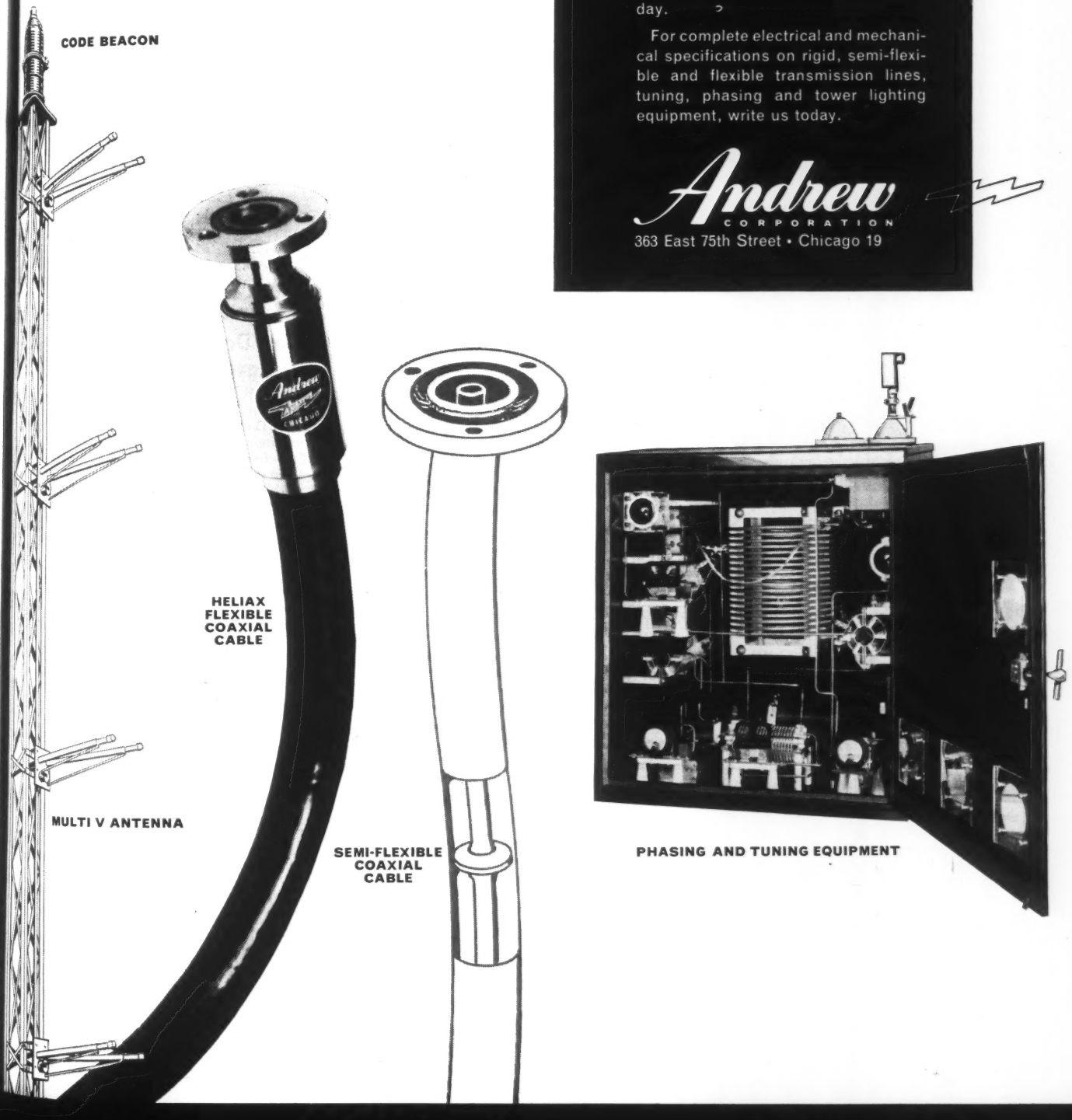
ANDREW...

your complete source for broadcast antenna equipment

The oldest in the field—still a pioneer—designing, engineering and producing a complete broadcast antenna equipment line for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced and complete line available today.

For complete electrical and mechanical specifications on rigid, semi-flexible and flexible transmission lines, tuning, phasing and tower lighting equipment, write us today.

Andrew
CORPORATION
363 East 75th Street • Chicago 19



Spectacular-Type Programs Are Successful, Weaver Says

IRREGULARLY scheduled programs, such as the color spectacular, which differ from the established weekly program pattern have proved commercially successful and attractive to audiences, Sylvester L. Weaver Jr., president of NBC, declared last fortnight in a speech before the Detroit Economics Club.

The network president urged the automotive industry to lead the way in color tv, which he described as a force which will play a key role in enriching the nation's economic and social life. He emphasized that heavy goods firms must advertise to promote sales of products to protect their own growth potential.

Mr. Weaver pointed out that through flexibility in sales and programming patterns NBC is building its network so that all types and sizes of advertisers can buy what suits their needs best. The added impact of color will "create trade enthusiasm and dealer excitement values far beyond those of mere product repetition and circulation," he said.

In reference to the future of color tv, Mr. Weaver predicted it would "quadruple the impact of the incentive system on society itself."

Thompson to NBC

BILL THOMPSON, MBS account executive, has been appointed to NBC's Central Division as a radio network account executive [B•T, Feb. 7], Fred Horton, NBC Radio director of sales, announced last week. Mr. Thompson will report to George Diefenderfer, Central Division radio network sales manager. Mr. Thompson was with Mutual for four years after having served as manager of B•T's Chicago office.

WKMI
KALAMAZOO

Western Michigan's Most Powerful Independent

Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area

★

5,000 Watts
Full Time • at 1360

Steere Broadcasting Corporation
Nat'l Rep., Forjoe

WELCOME is extended to Edwin R. Borroff (r) on the occasion of his new association with NBC Central Div. radio network sales as an account executive [B•T, Feb. 7] by George Diefenderfer, manager of the department. Mr. Borroff was associated with NBC back in 1929.

Five ABC-TV Outlets Increase to 316 Kw

WBKB (TV) Chicago, along with four other ABC-TV outlets, last week started operation with full 316 kw power. The WBKB power boost involved purchase and installation cost of about $250,000.

WBKB increased its signal from 200 kw to 316 along with WABC-TV New York, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco. ABC-TV, which claimed to be the first network in the country to provide "super power" for its owned stations, reported an investment of about $2 million on a program designed to provide better and wider tv service to its national audience.

WBKB claimed an enlarged fringe area (Class C) extending 80 miles, new Grade A to a radius of 9 miles and Grade B with an outer edge of 56 miles. The station completed installation of a new 50 kw transmitter a fortnight ago.

Vallee Replaces Bergen

NEW CBS Radio series, starring Rudy Vallee as host and moderator, will start Feb. 27, with Mr. Vallee replacing Edgar Bergen, who leaves the series to concentrate on his tv plans for the fall when he expects to introduce new comedy characters.

As host-moderator on the series, Mr. Vallee will interview celebrities from the entertainment world with particular emphasis on music. Sponsor of the 9-10 p.m. program will be Kraft Food Co., which currently presents *Edgar Bergen Show with Charlie McCarthy*.

Pinch-Hitting Executive

LESTER GOTTLIEB will produce this Wednesday's *Arthur Godfrey and His Friends* on CBS-TV while Mr. Godfrey is on a week's vacation. Network spokesmen made plain, however, that this in no way affects Mr. Gottlieb's status as vice president in charge of network programs for CBS Radio. The morning show, *Arthur Godfrey Time*, will be taken over during Mr. Godfrey's absence by Peter Lind Hayes.

Dry Buys Network Time To Urge Liquor Ad Ban

ONCE again, one of the U. S.' most vocal prohibitionsts—Dr. Sam Morris, lecturer, radio speaker, Baptist minister and president of an insurance firm which writes auto insurance for non-drinkers only—was to have spoken on a nationwide hookup on the evils of drink. Dr. Morris was to have appeared on ABC Radio yesterday (Sunday, 5-5:25 p.m. EST). He made his network debut last fall on some 70 NBC radio stations [B•T, Oct. 18, 1954].

Dr. Morris' advance billing said the temperence advocate would speak on "Five Reasons Why Liquor Advertising Should Be Outlawed." ABC Radio, which had referred to Dr. Morris' program as being in the controversial classification in orders to stations, reported only that the speaker would discuss "Prohibition."

As of late last week, it was expected that as many as 200 radio stations would accept the broadcast by Dr. Morris which was on a live-only basis (as opposed to delayed broadcast). Originally, Dr. Morris had ordered 350 stations to carry his broadcast. As of last Tuesday, station clearances totaled 161, but the total was expected to go much higher. There were no indications that any stations had refused outright to carry the program.

A memorandum circulated by the Preferred Risk Mutual Insurance Co., Des Moines, which Dr. Morris operates, claimed that the speaker was "personally purchasing" the time on any and all stations carrying the broadcast in 36 states. The insurance firm, itself, was buying the time in 12 states in which it operates through local agents. The letter invited contributions for the time purchase from listeners. The time was placed through McDonald Advertising, Des Moines.

Joan Davis, Bob Hope Plan Tv Layoffs, Cite Fatigue

TWO NBC-TV stars have announced their television retirements because they are "tired." Joan Davis, desirous of a rest, by "mutual agreement" will make no more *I Married Joan* films for General Electric after having completed 98 half-hour tv films in three years.

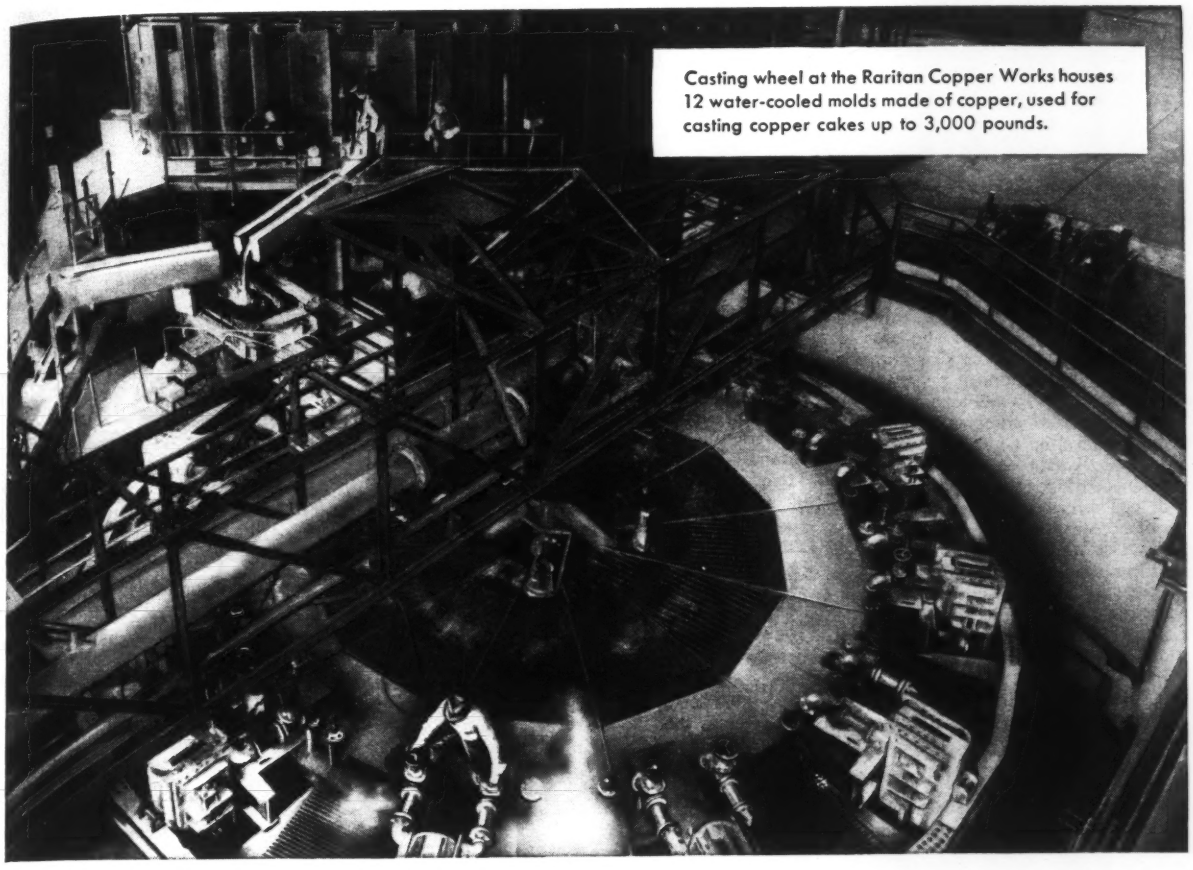
Bob Hope has announced plans to retire from tv for a one-year period, according to his agent, James Saphier. The comedian, whose present contract with General Foods is on a year to year basis, citing fatigue, declared he is in "great health," but desires to make occasional tv guest appearances and independent motion pictures for his own company. His retirement reportedly will not curtail his radio activity.

Final film of the *I Married Joan* series will be telecast April 6. GE plans for filling that 8-8:30 p.m., EST, Wednesday time slot are yet to be announced.

WORZ Signs With Mutual

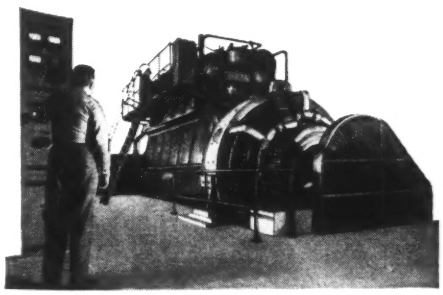
AFFILIATION contract with MBS has been signed by WORZ Orlando, Fla., Naomi T. Murrell, president of Central Florida Broadcasting Co., announced last week. The station has been carrying NBC programs. The addition of MBS is part of a program extension plan to bring listeners a varied service. WORZ presently is celebrating its eighth anniversary.

TAPE DUPLICATION
Unrivalled capacity, fast complete service. Multiple destination mailings. Experienced engineers—Ampex installations assure quality.
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N.J.
Cam.: WO 3-3000 • Phila.: WA 2-4649



Casting wheel at the Raritan Copper Works houses 12 water-cooled molds made of copper, used for casting copper cakes up to 3,000 pounds.

Bigger **CAKES** for longer **COILS**



Another 2,000 kw diesel-generator set has been added to the power plant of the Raritan Copper Works to provide more current for its electrolytic copper refinery.

COPPER CAKES HAVE PUT ON WEIGHT

at the Raritan Copper Works of International Smelting and Refining Company, a subsidiary of Anaconda. Heretofore, the maximum weight was 840 pounds. But now, with the recent completion of a new casting plant, parallel-sided copper cakes ranging in weight from 1,800 to 3,000 pounds are regularly produced on the casting wheel illustrated above.

This means that The American Brass Company, an Anaconda fabricating subsidiary, is able to supply its customers with larger and heavier copper plates; also with longer unjointed coils of strip copper in very thin gages. These longer coils, in demand by industry, enable users to operate their machines more economically — with fewer interruptions.

This new casting plant, the largest of its kind, is another example of Anaconda's continuing program to meet industry's evermore exacting requirements for copper and copper alloy products.

54291A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

ABC'S WBKB (TV), NBC SHOWS IN LEGAL SNARL

Chicago man, described as Capone's paymaster, seeks to prevent station using his biography, while convicted murderer sues network for using a story about him.

RIGHT of privacy—a question which has been mostly academic in television law—was raised in two instances last week.

• Jack Guzik, more commonly known as Jake (Greasy Thumb) Guzik, who was described by the 1951 Kefauver Committee as paymaster of the old Capone gang, asked the FCC to forbid WBKB (TV) Chicago from telecasting a series of "biographies" of six Illinoisans compiled by the Chicago Crime Commission. Mr. Guzik said he understood he was to be the subject of one of the programs and that it will be "directed solely to a false and malicious demonstration that said victims are 'gangsters' and criminals."

Mr. Guzik also asked the Chicago Federal District Court to issue an injunction against ABC to stop the proposed telecast. He claimed the program would subject him to defamation.

• Motion for summary judgment in a $500,000 suit against NBC was heard by U. S. District Judge Raymond B. Keech in Washington beginning Thursday. Suing is Charles Bernstein, pardoned Washington convict, convicted in the mid-30s of murder.

Mr. Guzik said the proposed WBKB "crime" programs—which he said were scheduled to begin Feb. 16—"will purport to delve into the intimate personal, family and business affairs [of Mr. Guzik] and [that] the format will embrace hearsay, rumor, gossip, falsehood and coarse and malicious distortions." Mr. Guzik said he is "not a criminal, not charged with a crime, not a figure in the world of entertainment or sport, not a candidate for public office and not a public figure." If the program is telecast, he said, he will be exposed to public abuse, hatred, contempt and ridicule and financial injury.

He asked the FCC to (1) inspect the material, (2) issue a cease and desist order enjoining the station and ABC-TV from carrying the programs and (3) issue a show cause order why WBKB's license should not be revoked.

In Chicago, Sterling C. Quinlan, ABC vice president in charge of WBKB, said his station and the network "are not going to alter any programming plans on behalf of Guzik. We stand firm on our commitment with the Chicago Crime Commission."

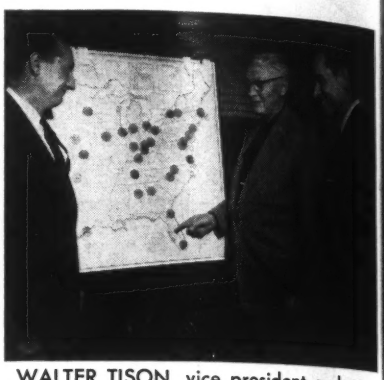
No firm date has been set for the proposed series of telecasts which would deal with six Illinois citizens on the basis of data compiled by the Crime Commission. Virgil Peterson, managing director of the Crime Commission, noted that no program format has been worked out. He added:

"Unless Mr. Guzik is assuming that he would be a natural subject for treatment in a series about Chicago gangsters, how can we know in advance that his record will come up?" Mr. Peterson added that while the series has been discussed with ABC-TV for some time, there is no material for the FCC to examine.

The Crime Commission series originally was slated to debut Feb. 16 but the time was purchased for a Junior Achievement tv series.

The suit against NBC began with a showing of the 1952 kinescope of one of the *Big Story* programs. This, Mr. Bernstein alleged, was his story, although the names used were fictitious. The story was sold by Martha Strayer, then of the *Washington Daily News*, who covered the conviction and subsequent pardon. Mr. Bernstein charged that this was an invasion of his privacy—he claimed that since 1940 his past has been unknown to his neighbors, friends and working fellows—and that he has suffered mental and other harm.

Suit for damages has been filed in 30 states—every state in which the telecast was shown. It is understood to be the first clear-cut privacy suit involving television. Also significant, it is said, is whether the use of fictitious names absolves the producers of liability for defamation. Mr. Bernstein is represented by Harry Warner, Washington radio attorney.



WALTER TISON, vice president and general manager of WTVT (TV) Tampa, points to the Tampa market during celebration of the signing of an affiliation contract with CBS-TV. L to r: Ed Shurick, national director of station relations for CBS-TV; Mr. Tison, and David Ward, secretary-treasurer of the station. WTVT will join the network as a basic, interconnected affiliate, effective April 1.

ABC-TV Promotes Knox

APPOINTMENT of James H. Knox as manager of ABC-TV sales service dept. at the network's Chicago office was announced Wednesday by Gerald Vernon, director of the ABC Television network Central Div. Mr. Knox will retain his present duties as division tv program and production coordinator. He joined ABC last fall after Marine Corps service and previously was a radio producer.

ABC to Drop Tv Portion Of Don McNeill Program

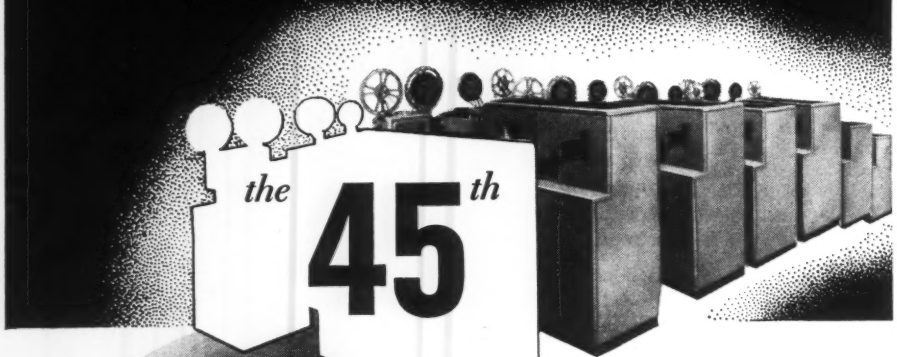
ABC last week officially notified Don McNeill Enterprises and the network's Central Div. it will drop the televised version of *Breakfast Club* on some 64 stations effective Feb. 25. The show will continue on the radio network.

The program, which debuted as a simulcast a year ago after a score of years as a successful radio series, has admittedly encountered difficulty in obtaining sponsors for the tv portion. Quaker Oats was the last sponsor to drop out. Total cost of a quarter-hour segment across the board on tv was pegged at about $10,300 for 13 weeks.

In commenting on the ABC announcement, Mr. McNeill, m.c. of the early morning show, claimed that studio audiences, fan mail and

out-selling...out-performing

ALL OTHER COLOR TV SYSTEMS

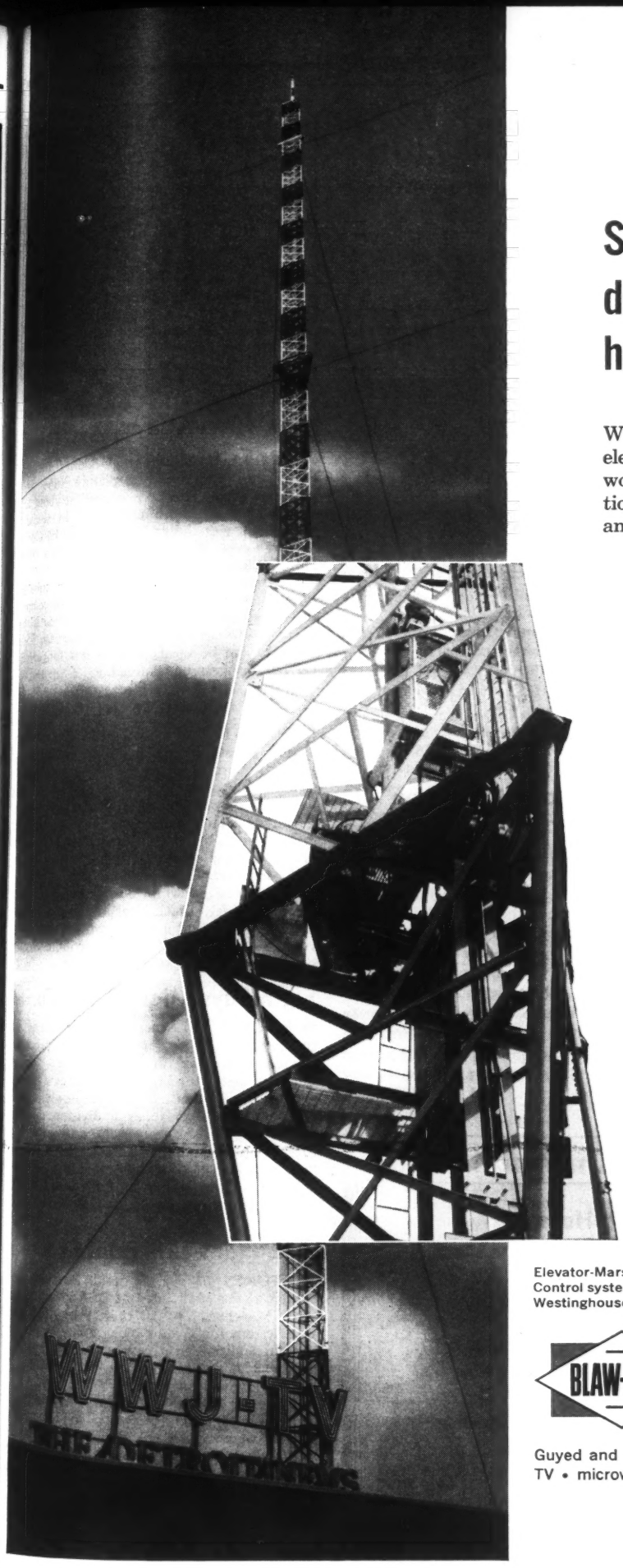


the 45th

DUMONT® multi-scanner

installed at WTVW

MILWAUKEE, WISCONSIN



Special TV Tower designed by BLAW-KNOX houses automatic elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar

sales impact have increased "since we've been on television."

He noted that "many of our stations come on the air just to carry the show and then sign off until noon," with no other network programming to support it. Mr. McNeill contended this "isolation factor" made it difficult for the program to "get the share of audience that advertisers and their agencies insist on" and that "the network's inability to clear stations in some major markets has also affected our television ratings."

Mr. McNeill, who holds a 20-year pact with ABC for his services, said he expects to remain in daytime tv, but cannot announce his future plans yet.

NETWORK PEOPLE

Wes Cameron, research editor, Ralph Edwards Productions, Hollywood, to NBC-TV there as unit manager.

William Hohmann, staff assistant to network advertising and promotion manager, NBC Chicago, appointed to tv sales staff; **Robert H. Elrod,** formerly national sales manager, WSBT-AM-TV South Bend, Ind., succeeds Mr. Hohmann.

Albert L. Warner to ABC Radio to conduct *Albert L. Warner and the News.*

Sid Caesar, NBC-TV personality, forms Flo Music Inc., 6 W. 57th St., N. Y., for release of own music and others' compositions; **Nick Campbell** appointed Flo Music general manager.

Gordon A. Hellmann, director of sales presentations, CBS-TV, elected president, Johns Hopkins Club of N. Y.

Paul Harvey, news commentator, ABC Chicago, named Honorary Gypsy Marshal by South Dakota Northern State Teachers College, sponsors of Gypsy Day, Oct. 8.

Murray Heilwell, manager, merchandising dept., NBC, will speak Thursday at meeting, American Marketing Assn., N. Y. chapter, on "The Electronic Revolution in Merchandising."

Edward R. Murrow, commentator, CBS Radio and CBS-TV, will be toastmaster at Feb. 17 dinner of Supply Corps Assn. of Greater New York.

Rosemary Clooney, CBS Radio *Rosemary Clooney Sings,* mother of boy, Miguel Jose, Feb. 7.

John Ives, 50, producer, CBS Radio *Gangbusters* and *21st Precinct,* died Feb. 1.

1954 TV SET SALES TOP SEVEN MILLION

RETMA reports that nearly a million more sets were sold in 1954 than in 1953 thus setting a new all-time record in this department.

SALES of tv sets at retail level totaled 7,317,034 last year, setting a new record and far surpassing the 6,370,571 sets sold in 1953, according to Radio-Electronics-Tv Mfrs. Assn.

Retail radio sales, not including auto sets, totaled 6,430,743 sets compared to 7,031,293 in 1953. These included home, clock and portable models. Another 4.1 million auto sets were manufactured during the year but RETMA has no retail data since most of the production moves direct to auto factories.

RETMA found 1,093,702 tv sets were sold at retail in December compared to 779,105 in November and 774,856 the year before. Retail radio sales in December totaled 1,158,588 sets compared to 669,166 in November and 1,456,008 in December 1953.

Cathode ray tube manufacturers sold 9,913,504 picture tubes last year compared to 9,839,138 in 1953. December sales totaled 1,009,398 tubes compared to 1,157,866 in November and 644,287 in December 1953.

Receiving tube sales totaled 385,089,458 units in 1954 compared to 437,091,555 in 1953.

Toney Predicts 1.5 Million Portable Radio Sales in '55

PREDICTION that the sale of portable radios would reach 1.5 million this year was made last week by James M. Toney, general manager, RCA Victor Radio and "Victrola" Div. Mr. Toney said: "We have designed the 1955 RCA Victor portables to provide our distributors and dealers with what we firmly expect to be the industry's hottest-selling merchandise."

Highlighting the new RCA line are seven all-portable radios packaged in non-breakable cases. The cases are insured against breakage for five years. Suggested list prices for the new portables range from $24.95 to $49.95, Mr. Toney said.

Tv Travail

KUTV (TV) Salt Lake City (ch. 2) reportedly installed a 25-kw visual DuMont transmitter in 7½ hours during a blizzard on top of the transmitter site on "Pix Peak" in Oquirrh Mountains. Equipment shipment was made during bad driving conditions with a bulldozer preceding a truck traveling up the mountain. According to reports on the return trip, the truck skidded off a cliff and dropped 600 ft. The truck driver, who was thrown clear, is recovering.

Curtiss-Wright Announces New Industrial Tv System

A SIMPLE, compact, high-fidelity industrial tv system, employing a picture tube which its sponsors say can be produced at about 15% of the cost of those now used in studio tv equipment, was shown last fortnight by Curtiss-Wright Corp., Woodridge, N. J., in New York's Hotel Biltmore.

C-W reported that the resistron tube not only is relatively insensitive to high temperatures but also has great clarity of detail and is small enough that standard lenses for 35mm cameras can be used. It also has longer service life, spokesmen claimed.

RCA Announces Kinescope

PRODUCTION of a new RCA five-inch projection kinescope which produces black-and-white tv pictures up to 8x6 ft. when used with a suitable reflective optical system was announced last week by RCA's Tube Division. The kinescope, designated RCA-5AZP4, is intended mainly for closed-circuit types of large-screen tv projectors employed in demonstrations, training and educational applications.

An aluminized white fluorescent screen with color stability under varying conditions of screen current and a maximum operating ultor voltage of 40,000 volts contribute to the brightness of the projected pictures.

Elgin Buys Microphone Co.

PURCHASE of American Microphone Co. (microphones, other communications products), Pasadena, for an undisclosed sum was announced last Monday by the Elgin National Watch Co., Elgin, Ill. The newly-acquired company will operate as a division of Elgin-Neomatic Inc. The purchase was part of Elgin's product diversification program launched in 1953. Elgin manufactures Elgin and Wadsworth watches, Hadley watch bands and precision instruments.

GPL Plans IRE Exhibits

FEATURES of the General Precision Labs exhibit at the 1955 Institute of Radio Engineers show March 21-24 will be a projection television system for groups of as many as 300 persons in addition to a new type of industrial tv camera chain. The showing will be held at the Kingsbridge Armory, New York City.

The new GPL system known as Model PB-610, projects a picture up to 9 x 12 feet. First models were used for closed circuit showings by General Motors in marking the production of its 50 millionth automobile. The new tv camera chain consists of a 5-pound camera and a 26-pound case containing power supply and controls. The monitor can be any standard tv receiver.

THE LATEST WCKY STORY

In The Greater Cincinnati Area

Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in Sept.-Oct.
Every day, Monday thru Friday, 9 a.m. to 7 p.m.

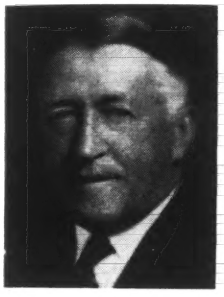
Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

Radio's Charles Pannill Dies, Was First Licensed Operator

CHARLES JACKSON PANNILL, 75, former president of Radiomarine Corp. of America and of RCA Institutes Inc., died last Monday in New York.



MR. PANNILL

Mr. Pannill held the first Certificate of Skill in Radio Communications and the first radio operator's license ever issued by the U. S. government. He was awarded his license in 1912. In association with Professor Reginald A. Fessenden, Mr. Pannill conducted the first demonstration of long-range radiotelephony from Brant Rock, Mass., in 1906, proving that wireless could carry the spoken word.

Mr. Pannill gained much of his communications experience in the U. S. Navy during the Spanish-American War and World War I. He joined Marconi Wireless Telegraph Co. of America in 1912, serving until 1914 when he rejoined the U. S. Navy. He later became assistant to the director of Naval Communications.

In 1919, Mr. Pannill returned to commercial radio. He became affiliated with Radiomarine Corp. in 1928 as vice president and general manager. He was president of the company from 1935 until his retirement in 1947. He also served as president of RCA Institutes from 1932 to 1947.

He is survived by his wife, the former Ethel McMaster Worrell.

Studio Tv Products Corp. Uses New Selling Technique

NEW TECHNIQUE in the merchandising of heavy tv equipment, underway since last August, was announced a fortnight ago by John Newton, eastern representative of Studio Television Products Sales Corp., New York.

The firm currently is making visits to stations throughout the East to provide "in studio" demonstrations of its equipment, in what the firm believes to be the first time that "heavy" accessories, e.g., camera dollies and mike booms, have been merchandised in this manner.

Studio Tv Products carries by station wagon four varieties of camera pedestals, a mike hanger and tripod, swivel viewfinder hood, cam balance pan head, "oversize" kine recorder magazine, a three-speed turntable and Studio Zoom lens for actual use and evaluation by station engineers.

The success of the campaign has been indicated in a doubling of sales volume in the fourth quarter of 1954, according to Mr. Newton.

"Those KRIZ Phoenix personalities make me feel so—dangerous!"

RCA LP Record Sales Up

WHEN THE PRICE came down, sales went up on classical LP records of the RCA Victor Record Division. Emanuel Sacks, vice president and general manager of the division, has announced that since the price reduction of the company's records went into effect early in 1955, sales have increased 100%. Mr. Sacks said that the firm anticipates even greater sales increases "as a result of our recently-launched national advertising campaign which is built around the theme that Victor now is offering the world's greatest music at the lowest prices in history."

MANUFACTURING PEOPLE

Rayford E. Nugent, manager, southeast div., Philco Corp., Phila., appointed general sales manager, parts & accessories div.; **William J. Horn,** in charge of air conditioning and electric range advertising, appliance div., appointed parts & accessories division merchandising and advertising manager, succeeding **Robert N. McKinney,** deceased.

Richard P. Matthews, formerly with RCA Victor, Camden, N. J., appointed director of sales and engineering, Andrew Antenna Corp. Ltd., Whitby, Ont.

Leonard J. Corti appointed manager of contract administration, government and industrial operations, CBS-Columbia, Long Island City, N. Y.

Joseph Rice and **William Lipson** appointed assistant chief engineer and coordinating engineer, respectively, Mark Simpson Mfg. Co., Long Island City, N. Y.

John Lafferty appointed Midwest district sales representative, Zenith Radio Corp., Chicago.

Ralph D. Atkinson, formerly sales manager, radio-tv div., Nash-Kelvinator, Washington, appointed northwest radio-tv district merchandiser, Stromberg-Carlson Co., Rochester, N. Y.

Ramon J. Hartung, general manager, parts div., Sylvania Electric Products Inc., Warren, Pa., appointed controller, radio-tv div., Buffalo, N. Y.; **Wynn T. Sullivan** appointed fixture advertising and merchandising manager, lighting div., headquartering in Wheeling, W. Va.,

William D. Fenton, formerly financial and general news reporter, *New York Times,* and **Donald G. Robertson,** former educational program lecturing supervisor, Atomic Energy Commission, Washington, to information dept., RCA, N. Y.

Gilbert Hoffman, comptroller, N. Y. factory distributing branch, CBS-Columbia, Long Island City, N. Y., appointed comptroller, branch distributing operations.

Watkin Davis, formerly with Scranton Radio & Tv Supply Co., Scranton, Pa., to distributor sales div., W. Bert Knight Co. (radio-tv electronics distributors), L. A.

ANOTHER CITY

HEARD FROM...

"RACKET SQUAD"

IS #1 AGAIN!

Yes, in city after city, Telepulse rates Racket Squad as the #1 film show. Look:

ATLANTA	#1, with 29.6
CHICAGO	#1 after 3 weeks
DETROIT	#1, with 23.5
WASHINGTON	#1 after one month

No wonder this record-busting show boasts 90% renewals after only 9 months in syndication! First run still available in many top markets. Come on in fast, the selling's fine!

RACKET SQUAD

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., announces completion of successful six weeks' field test of automatic programming at KEEN San Jose, Calif. Under automation process, Ampex reports, over 10 hours can be broadcast without human assistance, utilizing two electronically alternated tape playback units. On one, capable of taking eight hours' material, programs can be placed from station library, network or commercial transcription service, and on second, capable of four hours, spots, local programs and breaks. At program's conclusion sub-audible tone is registered on electronic "brain" which starts announcement machine, with same process employed for switching back to original unit.

Amplifier Corp. of America, N. Y., has developed "secret" tape recorder housed in briefcase and able to pick up whisper at 12 feet and ordinary speech at 100 feet. Unit, operating with dry-cell batteries, weighs 11¾ lbs., measures 16" x 12½" x 4½" and plays one and one-half hours continuously at 1⅞ ips. tape speed using long-play ¼-in. magnetic tape on 5-in. reel holding three hours of dual track recorded material, according to company.

RCA engineering products div., Camden, N. J., has released hard-back broadcast equipment manual containing 680 pages with accommodations for addition of three more sections in future mailings. Information is divided into individual catalogs covering specific classes of equipment, each class identified by different color. RCA also released broadcast equipment price list.

Adler Communications Labs, New Rochelle, N. Y., has released 30-page illustrated report on experimental uhf satellite booster transmitter operated in cooperation with WATR-TV Waterbury, Conn.

LOUIS NEALE Jr., manager of WALD Walterboro, S. C., signs with Gates Radio Co. of Quincy, Ill., for equipment to increase station power to 1 kw. Standing is Dick Spruill, Gates sales engineer.

Emerson Radio & Phonograph Corp., N. Y., and Electra Ltd. of Israel have concluded agreement for manufacture in Tel Aviv, Israel, of Emerson radios and other electronic equipment and for export of products to certain countries in Africa and Asia.

Sylvania Electric Products Inc., N. Y., announces 5AXP4, new 5-inch, round, magnetically deflected tv receiver check tube using electrostatic self-focusing, primarily intended for tv servicemen and tv equipment manufacturers.

Hoffman Electronics Corp., L. A., announces $895 price for its "new, simplified" 29-tube, 21-inch "Colorcaster" multichrome tv receiver. Set not yet on market but firm reports dealers can expect to receive first 1,000 sometime during current 1955 quarter.

Recoton Corp. (recording equipment), N. Y., moves to 52-35 Barnett Ave., Long Island City, N. Y.; telephone: Defender 5-3344.

Admiral Corp., Chicago, announces formation of Admiral Distributors Corp. to conduct branch distributing operations, headed by Clarence Tay, vice president.

Bendix Aviation Corp., Detroit, will equip all auto radios it supplies to Ford Div. of Ford Motor Co., Dearborn, Mich., with printed circuits whereby electrical circuits are photo-etched on laminated plastic-and-metal board.

Sangamo Electric Co. (radio-tv equipment), Springfield, Ill., acquires Gothard Mfg. Co., same city, henceforth operating under name of Sangamo Generators Inc. Officers and directors are all officials of Sangamo Electric.

General Instrument Corp., Elizabeth, N. J., has announced new uhf tv tuner maintaining radiation to proposed FCC standards of not more than 500 microvolts per meter, company claims. Tuners being made available immediately to tv set manufacturers.

Allen B. DuMont Labs, Clifton, N. J., announces development of four new spurious emission filters which attenuate harmonics of signal broadcast from tv transmitter to meet FCC's new requirements.

WTVD
Durham-Raleigh
has
216,580
TV SETS
(source: Television Magazine)
More Sets Than
PORTLAND, Oregon
or RICHMOND, Virginia
WTVD
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

REQUESTS CANADIAN COPYRIGHT CHANGES

Musical Protective Society of Canada, in brief filed with Royal Commission on Copyright, asks changes in levying copyright and performing rights fees as well as to alter the copyright term.

CHANGES in the methods of levying copyright and performing rights fees for music, and changes in the term of copyright were advanced by the Musical Protective Society of Canada today (Monday) in a brief presented before the Royal Commission on Copyright at Ottawa. Included in the membership of the Musical Protective Society is the Canadian Assn. of Radio & Television Broadcasters, one of the major users of music in Canada.

In presenting its brief the society outlined the history of copyright and performing rights fees collecting in Canada, with special emphasis on the increases levied in recent years and the rights given by the Canadian Copyright Appeal Board for music performing rights societies to inspect books of music users to assess correct payment of performing rights fees.

The society proposed to the Royal Commission that a method be devised whereby the copyright and performing rights societies receive their fees from the music publishers and recording companies, rather than from the music users. Recording companies now pay the copyright owners through their societies 2¢ for each playing surface of a recording. Music users, the society pointed out, have become promoters of copyright music, boosting the sale of recordings and sheet music.

An Alternate Method

The society proposed as an alternative method of collecting fees that the term of the copyright be changed to the 25-year period under UNESCO, or to coincide with the terms of copyright in the United States, or the term of a patent in Canada.

The MPSC brief asked: that identification by publishers or manufacturers as to ownership of performing rights be clearly marked on sheet music and records; that performing rights should be allowed after such mandatory marking of music and the registration of the works in question with the Canadian Secretary of State; that a new copyright board be established to include members of the judiciary not associated with copyright litigation, as well as representatives of the copyright owners and music users; that changes be made in the present tariff requirements for performing rights; that the copyright societies (Composers, Authors & Publishers Assn. of Canada and Broadcast Music Inc. of Canada Ltd.) be required to

A NEW ADDRESS
for a
Most Important Service
The S. JAY REINER CO., INC.
(formerly The Schepp-Reiner Co., Inc.)
an established nation-wide merchandising and consultation service furnishing prizes to advertising agencies and Television and Radio Stations for GIVE-AWAY PROGRAMS & CONTESTS
The S. JAY REINER CO. INC.
Garden City, N. Y. PIoneer 7-5300

publish actual distribution of monies collected in Canada and that income tax be deducted on all payments sent outside Canada; that fees be set for a basic two-year period, and that the board be required to give reasons for its orders in varying the fees from time to time.

One of the major points made by the Musical Protective Society of Canada was that neither of the music copyright societies had furthered greatly the development of Canadian music, and that most of the money collected for fees went out of the country. The society also pointed out that at no hearings before the Canadian Copyright Appeal Board had copyright owners of music appeared in person, nor had the copyright societies been required to show why their fees should be upped.

In an appendix to the brief the society showed the increase in record sales over the years from 1938 to 1953, from one million to over ten million in the period, with the authors and composers being paid more than $4,000,000 in that time on the basis of 2¢ royalty per playing surface. Copyright users had in addition last year paid about $1,000,000 in performing rights fees.

COMMERCIAL TV FORESEEN FOR FRANCE: BLONDEAU

Partner in French radio-tv program production firm thinks commercial outlets around France beaming their shows into the country will force France to change its policy.

ADVENT of commercial television in the nearby Saar, Luxemburg and Monte Carlo areas may "pressure" France into adopting commercial television within the next five years.

This opinion was voiced by Jean Paul Blondeau, partner in the radio and tv production firm of Jean Paul Blondeau-Jean Jacques Vital, Paris, in an interview with B•T in New York. Mr. Blondeau said his estimate of the commercial tv timetable was "conservative," pointing out that the three tv operations outside of France will blanket most of the country with commercial television within the next six to eight months.

Mr. Blondeau reported that the Telesaar operation began on Feb. 1 and is expected to penetrate central and northeastern France for an area up to 150 miles including Paris and Lyons. Radio-Tv Luxemburg, he said, is scheduled to go on the air in March and will saturate the northern part of the country with commercial tv. The Monte Carlo operation, which will cover the southern part of France, is reported to be in the development stages but probably will be launched before the end of the year.

"It does not sound reasonable to me," Mr. Blondeau said, "that France can resist commercial television once the entire country is covered by commercial tv from the outside."

Mr. Blondeau's company is among the largest radio and tv program producers in France, and is said to be the only firm that has sold a foreign property to a U. S. sponsor (*Dollar a Second* to Mogen David Wine, ABC-TV). The company supplies more than 40 programs to Radio Luxemburg, Radio Monte Carlo and Radio Andorre, which are carried commercially in France, as well as tv programs to the government-owned operation in France.

Though France itself, since 1945, has not had commercial radio, the nation is covered by the outside radio interests. Among the U. S. sponsors of commercial radio are Coca-Cola, Esso, Palmolive, Colgate, Schenley, Ford and Studebaker.

Mr. Blondeau estimated there are about a half-million tv sets in France today and said that the number of receivers, within the next 12 months, will "increase considerably" because of the availability of commercial programming from outside tv interests. It was because of these circumstances, Mr. Blondeau said, that he was on an extended visit in New York, conferring with network and agency officials on the possibility of procuring rights to American tv shows. Mr. Blondeau said he already has rights to such programs as *What's My Line?* and *Beat the Clock* and he was negotiating for *Today, Home* and *Tonight,* among others.

COMMONS HEARS NABET STRIKE PLAN

Revenue minister, responsible for the CBC in Parliament, assures that every effort will be made to keep some national service should threatened Feb. 16 strike take place.

DECISIVE strike vote on Feb. 3 by 770 technical employes of the Canadian Broadcasting Corp. in 20 centers across Canada had its echoes in the Canadian House of Commons at Ottawa. Revenue Minister J. J. McCann, responsible for the CBC in the Canadian Parliament, stated that all would be done to keep some national service in operation in case the threatened strike took place on February 16 by the employe members of the National Assn. of Broadcast Employes & Technicians.

New meetings between NABET and CBC executives were called for early last week to try and settle the wage negotiations. NABET has been demanding pay commensurate with network employes on U. S. networks. Wages under present NABET contract with CBC start at $44.25 a week to $96.40 a week for top technicians. NABET asked increases from a starting wage of $53.77 to a maximum of $161.54.

In recommendations for higher wage rates, made to Canadian Labor Minister M. Gregg, NABET representatives pointed out that CBC claimed it paid wages commensurate with those paid on privately-owned radio stations. These were termed "pitiless" by NABET representatives, which said Ontario independent privately-owned stations last year paid transmitter operators an average $109 a month, studio operators $129.28, announcers $137.36, announcer-operators $181.80 and chief announcers $250.48 a month.

NABET recommended to the labor minister

RACKET SQUAD

RENEWED BY

NINE OUT OF TEN

SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder . . . look at the ratings and share-of-audience (ARB, Dec. '54):

Columbus	**17.7**	**47.3% share**
Dayton	**20.0**	**59.5% share**
Seattle	**21.5**	**31.6% share**

First-run markets are still available, too. But act fast!

RACKET SQUAD
Produced by Hal Roach, Jr.
BIG-TIME TV WITH A LOW-BUDGET PRICE TAG
ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

BMI
"Pin Up" Hit

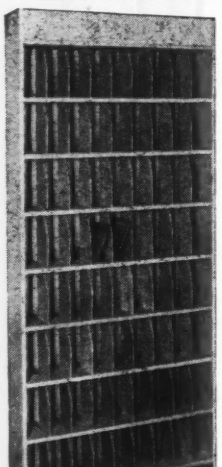
KO KO MO
RECORDED BY

PERRY COMO . . . . . Victor
THE CREWCUTS . . . . . Mercury
DOOLEY SISTERS . . . . . Tampa
HUTTON SISTERS . . . . . Capitol
BETTY CLOONEY & BILL DARNELL . . . . . "X"
LOUIS ARMSTRONG & GARY CROSBY . . . . . Decca
THE CHARMS . . . . . DeLuxe
GENE & EUNICE . . . . . Combo
GOLDIE HILL & RED SOVINE . . . . . Decca
MARVIN & JOHNNY . . . Modern
THE FLAMINGOS . . . . . Parrot
TITO RODRIGUEZ . . . . . Victor
HAWKSHAW HAWKINS & RITA ROBBINS . . . . . Victor

PUBLISHED BY
MERIDIAN MUSIC, INC.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

45 45 45 45 45 45 45 45 45
MR. STATION OWNER:
Here is our answer to your problem,



WHERE TO PUT 45's
FOR 45's
Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50
Prices include Crating & Freight
ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS
Freight prepaid by motor truck anywhere in U. S. A.
5% Discount if Check Accompanies Order
Wire or Write - Phone Service Not Available
GRINNAN FIXTURE CO.
MINERVA, OHIO

INTERNATIONAL

A TEN-MINUTE newscast, seven days a week, is bought by Shelly Brothers, owners of O. K. Economy Stores, Saskatchewan, Canada, on CFQC-TV Saskatoon, Sask. Present are (l to r): Herb Stewart, tv consultant, St. Petersburg, Fla.; Blair Nelson, CFQC-TV manager; Jim Razzell, Shelly Bros. advertising manager, and Jake Shelly, who signs the contract.

a 6% pay increase for CBC NABET employes retroactive to August 1, 1954, and a further 6% increase from April 1, 1955, to March 31, 1956.

Meanwhile, at a CIO Ontario Federation of Labor convention at Hamilton, Ontario, the CBC was accused of pursuing a strike-breaking policy, and a resolution was passed unanimously charging the CBC with "following an anti-labor policy" in its relations with its radio-tv technicians.

CBC officials have announced that plans are underway to keep a service in operation should a strike be called, on both radio and tv stations. Members of the Assn. of Canadian Television & Radio Artists would not commit themselves if they would cross picket lines in case of a strike being called by NABET.

Officials of the Canadian Assn. of Radio & Television Broadcasters, representing the independent stations, stated the threatened strike would not affect member stations, except in connection with network programs which might not be broadcast.

Mexican Agencies Group Names Board of Directors

ASOCIACION MEXICANA de Agencias de Publicidad (Mexican Assn. of Publicity Agencies) has announced its board of directors for 1955.

Named were: President James B. Stanton, Young & Rubicam, Mexico, S. A.; Vice President Salvador Ulloa, Surma Publicistas, S. A.; Secretary Everardo Camacho, Promociones Camacho; Treasurer William B. Miller, J. Walter Thompson de Mexico; First Substitute Alvaro Galvez y Fuentes, Galves, S. A.; Second Substitute Abraham Garavito, Publicistas de Mexico, and Third Substitute Eduardo T. Goddard, Publicidad General.

Sweden Plans Tv Construction

SWEDEN's plan to construct 50 tv transmitters for the introduction of television to the country on a large scale has been published. Plan provides for construction of the 50 tv transmitters within the next 10 years. Necessary relay links between the transmitters will extend over 3,000 miles.

EDUCATION

Minnesota Completes Radio-Tv News Course

U. OF MINNESOTA School of Journalism has completed its Ninth Annual Radio-Tv News Short Course which included talks by distinguished newsmen and educators and was attended by over 100 people, the school has reported.

Eric Sevareid, CBS commentator, discussed presidential news conferences and warned that care must be taken in judging film released for tv use because it is liable to White House censorship. Mr. Sevareid, an alumnus of Minnesota U., was presented with his alma mater's Achievement Award by the president of the university.

Jim Bormann, WCCO Minneapolis news director, called the group's attention to the hardening opinion by judges and lawyers that curbs be put on radio and tv. He noted, however, that newsmen are becoming more aware that concerted action is needed to make successful the fight for free access to information.

Mayo Simon, producer of the *Soap Box* series, educational KETC (TV) St. Louis, and Martin Quigley, former acting manager of the station, related their experiences with educational programming and suggested greater use of panel shows as a means toward its improvement.

Expressing their various views of the news industry to the group were:

John Scott, assistant to the publisher of *Time;* Mitchell V. Charnley, Minnesota U. professor of journalism; George Brooks, news director, KSUM Fairmont, Minn.; Harry Reasoner, KEYD-TV Minneapolis, and Tres Goetting, Campbell-Mithun Adv. agency, Minneapolis.

WELM Sets Up Scholarship For Elmira College Students

WELM Elmira, N. Y., in conjunction with Dr. Joseph Golden of the Elmira College Dept. of Speech, has set up a $100 per semester award-scholarship for a student enrolled in the radio training course at that women's college.

In making the announcement, Phil Cameron, WELM vice president of broadcasts, said the purpose of the award was to encourage the study of radio techniques and also provide on-the-job training.

As part of the radio course, the class will visit the station and study various radio jobs with the people who perform them. Additionally, students will be required to work at the

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special INSURANCE answers the problem of claims in this field ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

station and complete at least one project in each of the following departments: 1) air work; 2) program department; 3) sales department, and 4) general office. Awards will be determined by the management of WELM and will be made in the form of future tuition payments, except to graduating seniors, who will receive $100 cash.

Long Island U. Scholarship

A FULL-TUITION scholarship, the George Polk journalism scholarship, will be offered this year by Long Island U.'s Dept. of Journalism to a young man or woman currently employed on a radio or television station or newspaper. The scholarship will be granted to a person who has had not more than one year of college, and will be made on the basis of the applicant's high school or college academic record, recommendation of his present employer and personal interview by a faculty committee. Further details may be obtained from Professor Theodore E. Kruglak, Dept. of Journalism, Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. March 15 is deadline. The scholarship is in commemoration of George Polk, CBS newsman who lost his life in pursuit of a story in 1948.

Rutgers U. WATV (TV) Series

EXPERIMENT in education by tv has started under sponsorship of Rutgers U., New Brunswick, N. J. The experiment is being telecast over WATV (TV) Newark. Each viewer in the television class pays a $1 fee, registers, follows a course outline, takes a final examination and receives a certificate of completion.

The course being offered, "Understanding Labor-Management Relations," is the latest segment of *Tv Reports From Rutgers,* Mondays on WATV. In the 13-week series, Dr. Monroe Berkowitz, assistant professor of economics at Rutgers' College of Arts and Sciences, will conduct the class. He also will have a studio class of nine men and women who are scheduled to participate in each program.

Oppenheimer Interview for Tv

A SPECIAL filmed version of Edward R. Murrow's interview with Dr. J. Robert Oppenheimer on Mr. Murrow's *See It Now* program (CBS-TV) will be distributed to all educational tv stations by the Educational Television & Radio Center, Ann Arbor, Mich., according to Dr. H. K. Newburn, center president. The hour-long film will contain most of the material used in the Jan. 4 telecast plus some supplementary information from the two-and-a-half hours originally filmed by Mr. Murrow. The program will be made available to all 11 operating educational tv stations through the cooperation of the Fund for the Republic and CBS, the announcement said.

A GOOD SPOT
WEAV
PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

AWARDS

14 RADIO-TV SHOWS GET NCCJ AWARDS

National Conference of Christians and Jews cites media for promoting good will and better understanding.

FOURTEEN radio and television programs were cited last week by the National Conference of Christians and Jews for "outstanding contributions promoting the cause of good will and understanding among the peoples of our nation" during 1954. Formal presentation of the awards, along with 21 others to be made in other divisions of media communications, will be made in special ceremonies during Brotherhood Week, Feb. 20-27.

Two tv shows and one radio program were designated for three of the 10 National Brotherhood Awards. The tv programs cited were CBS-TV's *Studio One* for its production "Thunder on Sycamore Street," for showing "how prejudice and bigotry grow from the seeds of fear and misunderstanding" and CBS-TV's *The American Week,* described as "a most significant example of on-the-spot reporting of an incident of intergroup tension." WHAS Louisville's *Moral Side of the News* radio show also was chosen for a top award because of its "inspirational value" in showing that "clergymen of three different faiths can get together in a non-sectarian setting and be united in their mutual concern."

Three radio programs chosen to receive certificates of recognition are:

Church World News, a radio transcription series produced by the United Lutheran Church in America for "providing impartially the significant and interesting news of all faiths around the world;" WRCA New York's *The Sixth Borough* for stressing that "racial prejudice and discrimination and religious bigotry are essential factors in the deterioration of any area into a slum," and KCBS San Francisco's *Dateline Freedom* for its programs on "problems and progress in the field of intergroup relations as they occur in the San Francisco Bay area, the nation, and abroad."

The eight tv citations are for:

Rumor Clinic on WNHC-TV New Haven for "highlighting a single contributing factor to intergroup tension, rumor;" NBC-TV's *Background* series for the episode titled "Kenya: Land of Hope and Terror" for "some remarkable contributions to the understanding of events and trends in Europe, Asia, Africa and our own country;" NBC-TV's *Frontiers of Faith* for "accomplishing an excellent project in understanding among the faiths in America;" CBS-TV's *Adventure* series for its episode on "The Way of the Navajo" for "a sensitive and sincere treatment of a minority group;" WABD (TV) New York's *New York Times Youth Forum* for being keyed to "an inter-racial atmosphere, where children of all races, creeds and national origins meet on equal terms with friendliness and intelligence;" WABD (TV) New York's *Magic Cottage* for stating "an oft-repeated theme that an individual should be accepted for himself as an individual;" WEWS (TV) Cleveland for "its overall policy and programs in public service," and Rev. R. T. Williams, "chaplain" of the Oklahoma Television Corp., operators of KWTV (TV) Oklahoma City, for making "a considerable contribution to better understanding among all races and creeds in Oklahoma."

ABC-TV, CBS Radio Programs Win Top NAFBRAT Awards

ABC-TV's *Disneyland* and CBS Radio's *Man's Right to Knowledge* won "program of the year" honors for tv and radio in the third annual national awards of the National Assn. for Better Radio & Television. Other award winners, selected by NAFBRAT membership vote, are:

Television—ABC-TV's *United States Steel Hour* and *Elgin Hour* (drama); CBS-TV's *Father Knows Best* (family situation); CBS-TV's *Now and Then* (education and information); CBS-TV's *Halls of Ivy* (comedy); CBS-TV's *See It Now* (news interpretation); CBS-TV's *Person to Person* (interviews); NBC-TV's *Your Hit*

BIG-TIME BREWERS SNAPPED UP THIS SHOW FAST... WHY?

Powerful format—swiftly paced adventures of a daring diplomatic courier in the hot spots of the world.

Great star appeal—CESAR ROMERO delivers a ready-made audience of millions, even before the first telecast.

Terrific promotion "plus"—big opportunity to build an entire promotion around a big-name, big-time, big box-office attraction. Romero's available for commercials, too.

Such brewers as Blatz, Griesedieck and Pearl, just to name a few, have already hitched their sales story to Romero and "Passport to Danger." How about you?

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

Parade (popular music); ABC-TV's *Voice of Firestone* (classical music); CBS-TV's *What's My Line?* (quiz programs); CBS-TV's *The Search* (public service); ABC-TV's *Disneyland* (children's programs); NBC-TV's *World of Mr. Sweeney* (daytime shows).

Radio—CBS' *Hall of Fame* (drama); ABC's *Ozzie and Harriet* (family situation); CBS' *Jack Benny Show* (comedy); CBS' *Edward R. Murrow* (news); CBS' *Man's Right to Knowledge* (education and information); NBC's *Dinah Shore Show* (popular music); ABC's *Voice of Firestone* (classical music); CBS' *Invitation to Learning* (literature and/or philosophy); NBC's *Carnival of Books* (children's programs); NBC's *Youth Wants to Know* (teenagers' programs); NBC's *National Farm and Home Hour* (agricultural programs); MBS' *The Search That Never Ends* (public service); ABC's *Mary Margaret McBride* (now off the air) (daytime programs).

Alden, Roth, Nestingen Awarded RAB Sales Prizes

BOB ALDEN, account executive at WOR New York, has been named "best radio salesman of the month" for December by Radio Advertising Bureau, New York. The award is presented monthly by RAB for a sale reported from among its member stations throughout the country. Second and third place winners for December were Bob A. Roth, KONO San Antonio, and Howard Nestingen, WKBH La-Crosse, Wis.

Mr. Alden's winning sale was made to B. Ray Robbins Co., insured savings and loan association representatives. The purchase called for a six-week schedule of three 9 a.m. news shows; two 10:15-11 a.m. women's information programs; two 6 p.m. news shows, and one nighttime *Answer Man* program on WOR. A test announcement on Dec. 1 produced 150 leads and led to the signing of the six-week contract.

Second prize went to Mr. Roth for selling a $500 per week schedule to the Lone Star Brewing Co. which had been off KONO for three years. Mr. Nestingen, third-place winner, kept Don Hutson Chevrolet Co. on WKBH and increased its radio expenditures by building an original show to match the particular character of the client's business.

Folsom Honored by SAR

FRANK M. FOLSOM, president of Radio Corp. of America, will be presented with a good citizenship award for 1955 by the Philadelphia chapter of Sons of the American Revolution on Feb. 22. The presentation will be made at the chapter's annual luncheon at the Bellevue-Stratford Hotel. Award winners are selected on the basis of their contributions to science, statesmanship, public welfare and other achievements, according to Charles R. Fish, chapter president.

RAB Cites Chicago Group For Effective Radio Use

THE STATE STREET Council of Chicago was honored by the Radio Adverising Bureau Tuesday for its "consistent and effective use of radio in the interests of State Street business."

The presentation was made by Gale Blocki, RAB midwestern sales director, at the council's annual meeting in the Congress Hotel and accepted by Gordon Metcalf of Sears, Roebuck & Co., council chairman. The organization has used radio announcements extensively on local stations the past two and a half years to promote downtown Chicago as a shopping area [B•T, Jan. 31].

Fairfax M. Cone, president of Foote, Cone & Belding, was principal speaker at the luncheon meeting.

Southern California Assn. Wins Community Chest Award

COOPERATION of CBS, NBC and ABC Hollywood radio operations won for the Southern California Broadcasters Assn. a plaque from the Los Angeles Community Chest Assn., honoring SCBA and its public service committee for "generous year-around efforts in our behalf."

The plaque was presented to David Showalter, public affairs director, Columbia Pacific Radio Network and SCBA public service chairman, at the broadcasters' January meeting. It especially noted the industry cooperation in the production of *Alias Bill Cassidy*, a program transcribed for the 1954 chest fund drive. The program was produced by Mr. Showalter; written and directed by Dwight Hauser, ABC, and recorded in studios provided by NBC.

Also cooperating in the project were the Hollywood locals of the American Federation of Tv & Radio Artists and the American Federation of Musicians.

Chicago Stations Honored

CHICAGO stations will be honored this week by the Church Federation of Greater Chicago for their coverage of the Second Assembly of the World Council of Churches held in Evanston, Ill., last August.

The stations will receive awards during the fourth annual Protestant Churchmen's Dinner at the Conrad Hilton Hotel Tuesday. The event will launch the 1955 United Protestant Appeal. Newspapers and magazines also will be honored.

Listed for presentations are WMAQ and WNBQ (TV), WBBM-AM-TV, WGN-AM-TV, WLS, and WAIT, WNMP, WEAW and WSEL (FM).

AWARD SHORTS

Ed Furgol, U. S. Open Golf champion, awarded yearly Harry Wismer Hats Off Award from MBS *General Sports Time.*

WJAR-TV Providence, R. I., presented certificate of award from Providence Recreation Dept. for public service work; **Russ Emery,** WJAR-TV personality, awarded special citation from National Foundation for Infantile Paralysis for work in March of Dimes; **Hum & Strum,** WJAR-TV harmony team, presented achievement award for brotherhood from Winthrop (Mass.) Brotherhood Council of Christians & Jews for setting example in aims of brotherhood in daily life.

Robert Montgomery, host, NBC-TV *Robert Montgomery Presents,* presented award from National Multiple Sclerosis Society for distinguished public service to victims of multiple sclerosis.

Frank S. Hoy, owner-general manager, WLAM-AM-TV Lewiston, Me., presented Outstanding Service Award Plaque from Lewiston Chamber of Commerce for work in civic affairs.

WSAV Savannah, Ga., winner of three awards in First Annual News Awards Competition, sponsored by Georgia Associated Press Broadcasters Assn., for *6:30 Edition, Farmers Digest* and *Local News From Savannah* programs.

CBS-TV *General Electric Theatre* to receive award "for outstanding contributions to human relations" from National Assn. for Advancement of Colored People, Feb. 27 for "D.P." program dealing with Negro-German child born during World War II.

WABD (TV) New York to be presented award for religious programming Feb. 21 from Protestant Council of City of New York.

Carl Storey, vice president and general manager, Bozell & Jacobs, Houston, presented engraved plaque by Thomas Mitchell, of *Mayor of the Town* tv series, naming him Houstonian "Honorary Mayor of Springdale, U.S.A.," fictional town in series.

WKNE Keene, N. H., presented plaque from Keene post of Veterans of Foreign Wars "in sincere appreciation of your fine cooperation. . . ."

WSTC Stamford, Conn., awarded certificate of appreciation from Stamford Junior Chamber of Commerce in recognition of active association in community affairs and support of Jaycee program.

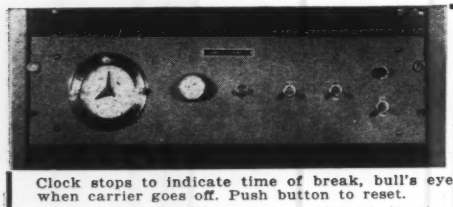
Lewis Seibert, general manager, KGKL San Angelo, Tex., presented Citizenship of Year award by San Angelo Chamber of Commerce.

Glenn Snyder, vice president and general manager, WLS Chicago, presented special scroll from *McCall's* magazine in connection with publication's presentation of golden "Mike" to Josephine Wetzler, WLS director of education [B•T, Dec. 27, 1954].

Roger W. Clipp, general manager, WFIL-AM-FM-TV Philadelphia, to receive 1954 Award of Service, Federation of Community Councils of Phila. on behalf of WFIL-TV at dinner today (Mon.) for public service programs, *WFIL-TV University of the Air* and *Tell It to the Mayor.*

KNXT (TV) Hollywood presented Second Annual Award Scroll from Adult Education Assn. of L. A. for *Psychology on Tv,* weekly 45-minute college credit telecourse.

Stuart Wilson, public service director, KBIG Avalon, Calif., presented plaque from Cecil B. DeMille, campaign director, American Cancer Society, for "outstanding contribution" in fight against cancer.



CONELRAD ALARM

Complete—Ready to use—

CONELRAD ELECTRONIC ALARM SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, bull's eye pilot light glows, and alarm sounds if desired when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. from ordinary receiver.

Muting relay and additional control relay contacts provided.

Can be used also as carrier interruption indicator for remote control operation.

All parts, including clock, mounted and wired to panel, ready to insert in your cabinet or place on shelf, with cord and plug attached, all ready to plug in to go. **F.O.B. Ware $75.00**

Other items available from Ware Electronics:

Remote Control Unit (Custom Built—For Directionals, too)
Automatic Transmitter Restart
Radio Frequency Amplifier for Modulation and Frequency Monitors
Audautrol (Automatic Audio Gain Control and Limiter)

Write for further particulars

WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

D. W. HOWE, JR.,—ENGINEER

INTERNATIONAL response was received by WWL New Orleans in its 'Toys for Tots' campaign for the children at the local Charity Hospital. Richard Jones (r), vice president and general manager of the Jackson Brewing Co., which sponsors WWL's *World of Sports*, presents to Bill Brengel, host of the program, a Canadian dollar bill received from a listener in Quebec. The plea for donations was made at the end of the sports show.

ST. CYR PROMOTES WBZ-WBZA

LIFE-SIZED CALENDAR of scantily-clad Lili St. Cyr has been distributed by WBZ-WBZA Boston-Springfield, Mass., as a follow-up to its successful promotion of a similar calendar of Marilyn Monroe last year. Miss St. Cyr's picture is five feet tall with the actual calendar about three inches high. With a combination power of 51 kw, the stations believe they are the best buy in New England's six state area. New advertisers buying WBZ-WBZA last year numbered 177, of which 85 could trace daily cash register results from their advertising, the Westinghouse stations report.

RADIO ON TV

TELEVIEWERS are being taken behind the scenes of radio in a new program launched by WKZO-TV Kalamazoo, Mich. Titled *Inside WKZO Radio*, the alternate-week, quarter-hour program takes viewers into the radio control room, studios, news and record rooms and the offices of executives. The tour is conducted by Tony Gaston, WKZO administrative assistant, and the station claims the program commands a greater share of the Western Michigan audience than its nearest competitor on the basis of a survey. Mr. Gaston reports he has had hundreds of requests for further information on WKZO operations.

GOLD-COVERED CHOCOLATES

A MONEY BAG filled with gold-covered chocolates was sent to newsmen to dramatize the new filmed dramatic program, *The Millionaire*, sponsored by Colgate-Palmolive Co. on CBS-TV, Wed., 9-9:30 p.m. The series started Jan. 19. Agency is Ted Bates & Co., New York.

PUPPETS FOR TV STATIONS

ASSOCIATED ARTISTS PRODUCTIONS, New York, has announced the original puppets on which the *Johnny Jupiter* tv film series was based are being made available on loan to tv stations for exploitation purposes. The puppets are the actual three-foot-high models used in the filming of the program and represent both Johnny Jupiter and Reject the Robot.

'THE GOVERNOR'S REPORT'

KLZ-AM-TV Denver has launched *The Governor's Report*, a weekly series featuring Gov. Edwin C. Johnson as he explains to the people of Colorado the problems of state government and steps taken to remedy them. The program is in the nature of an interview, with Sheldon Peterson, news director, posing questions. Occasionally Gov. Johnson will ask members of his official family to sit in on the discussions and explain the activities of their various departments. Gov. Johnson was formerly a Democratic U. S. senator and was a member of the Interstate & Foreign Commerce Committee, its chairman under the Democratic regime. The quarter-hour program is on KLZ-TV 9:15-9:30 p.m. (MST) Wednesdays and is heard an hour later on radio.

FOOD NEWS WORKSHOP

PENNSYLVANIA's Third Food News Workshop was staged Feb. 9 in the auditorium of WPTZ (TV) Philadelphia under the co-sponsorship of the Pennsylvania Assn. of Broadcasters and the Pennsylvania Newspaper Publishers Assn. Farmers of the state told their story to Pennsylvania's consumers at the event. A luncheon at $3.45 per plate and featuring Dr. William L. Henning, Pennsylvania's newly-appointed secretary of agriculture, as speaker was held at the Warwick Hotel commencing at 12 noon. The workshop sessions included: a group of leading women in radio-tv, among others, who questioned a panel of experts on what consumers want to know; a showing of WPTZ's "Miracle of the Delaware" film [B•T, Dec. 13, 1954], describing the greater Philadelphia market; a special *Television Kitchen* tv show demonstrating usages of Pennsylvania foods.

Look, Ma, No Audio!

PICTURES were worth a good many words to Paul Williams, newscaster for WWJ-TV Detroit, when technical difficulty silenced that station's audio. Mr. Williams took a piece of chalk and wrote news headlines and sports results on a studio board, supplementing his presentation with film and occasional sign language, in what he describes as "the fastest 15 minutes of my career." For the commercial, Mr. Williams held up a card which read: "Norge speaks for itself." The station reports many favorable comments from viewers.

RABBI ON KTTV (TV)

KTTV (TV) Hollywood has started a weekly half-hour Sunday afternoon series, *Rabbi Magnin—The Richer and Fuller Life*, featuring Rabbi Edgar F. Magnin, of Los Angeles' Wilshire Blvd. Temple, discussing topics of interest to the general public and designed to appeal to people of all faiths.

WLIB NEGRO MUSIC FESTIVAL

SECOND annual Festival of Negro Music and Drama on WLIB New York was conducted from Jan. 30 to Feb. 12. The festival presented 125 special programs devoted to Negro music, literature, theatre, art and related subjects.

IF YOU REALLY WANT TO WALK INTO A GOOD SALES RECORD IN '55... THIS IS IT!
CKLW-TV channel 9
325,000 WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!
CKLW radio 800 kc
50,000 WATTS
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
in the Detroit area
Guardian Bldg., Detroit
Adam Young Television Corporation National Rep.
J. E. Campeau President

DAYTON LIKES STEVE ALLEN

WHEN Steve Allen of NBC-TV *Tonight* announced during his Jan. 21 program that he would be visiting Dayton, Ohio, Feb. 11 to originate his program, WLWD (TV) Dayton, NBC-TV outlet, was deluged with phone calls and before the program was completed, all 2,400 seats available for the Feb. 11 show were taken. The program was only the second origination of *Tonight* outside of New York.

'HI-FI CONCERT'

WSOC-FM Charlotte, N. C., currently is carrying *Hi-Fi Concert* Fridays, 8:30-10 p.m., airing the best in long-playing and high-fidelity recordings of the classics, light operas and musical comedy. The program is sponsored by Brodt Music Inc. and is used to promote the sale of hi-fi equipment and recordings. Reaction has been favorable and enthusiastic, WSOC-FM reports, with response coming from as far away as 175 miles.

CAROLINAS WELL COVERED

WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., Jefferson Standard Broadcasting Co. stations, are distributing a brochure titled "Dominance Doubled in the Carolinas." The 12-page booklet carries market information and describes the growth of the stations' area, which combined is comparable to the nation's eighth largest market, according to the brochure. A section on industry is included, as well as a map showing the combined coverage area of WBTV-WBTW. The booklet also includes photos of the staffs of the stations.

WIKY-AM-FM PROMOTES HI-FI

MAJOR CAMPAIGN has been launched by WIKY-AM-FM Evansville, Ind., to promote the stations' newly-installed high fidelity equipment. More than $1,000 in portable radios, am-fm radios, clock radios and hi-fi phonographs will be given away in a special "Hi-Fi WIKY" contest which was scheduled to close last fortnight. Prizes will be awarded to entries who have best completed in 50 words or less why "I Like WIKY Music Best." In addition to conducting a spot announcement and newspaper campaign, WIKY-AM-FM have received the support of the Evansville Chamber of Commerce. The stations report, "The installation of high fidelity equipment is proving to be one of WIKY's best expenditures."

WRC-TV FIGHTS RIVER SEWAGE

COMMENDATION to WRC-TV Washington is expressed in an article in the February issue of *Nature Magazine* titled "Tv and Potomac Pollution" in which is described the station's efforts to clean up the river through its *Our Beautiful Potomac* series. The magazine explains the details of the sewage problem in the Potomac and how WRC-TV took up the cause and created a great deal of public response through its programs. *Nature* quotes Bernie Harrison of the *Washington Daily News* as terming WRC-TV's campaign as "the best public service series ever done locally."

WCKY COVERS CRASH

WHEN an airliner and a DC-3 collided in air over an isolated section of northern Kentucky a few miles south of Cincinnati, WCKY there dispatched a crew of five to the scene to cover the accident. After tape recording accounts from eye witnesses on the farm where the crash occurred were secured, and telephones were found unavailable, Paul Miller, WCKY special events director, hitched a ride to the nearest town with some of the completed tapes. Mr. Miller, using a telephone, fed the tapes to the WCKY switchboard, connected to the master control, and then on to the air. The report was aired at 11:25 a.m., slightly over two hours after the crash had occurred, and was the first full report broadcast in the city, according to the station. WCKY fed the news to International News Service, other cities and radio stations in nearby towns. WCKY also obtained a verified list of persons killed in the crash, which it aired, and it continued to air hourly reports throughout the day.

WDVA Helps Kids Swing and Sway

YOUTHFUL hearts beat happier in Danville, Va., because of the Moose, the Elks and, especially, WDVA, which got them all together.

It all started about a year and a half ago, when a group of teen-agers asked Stover Morris Jr., sales director of WDVA, to help them find a place to meet, to dance and to have fun. Mr. Morris looked around, saw that the Danville chapter of the Loyal Order of Moose was not using its lodge hall on Friday nights and persuaded the organization to turn the place over to the kids for a weekly party.

Earl Stogner, WDVA disc m.c., signed on as music man for the Friday night affairs, spinning dance records on turntables provided by the station. WDVA broadcast announcements to promote new members for the group, which adopted the name of Moose Teen-Age Club, and soon began airing a two-hour segment of the weekly parties.

Last June the club staged its "First Annual Fashion Show and Beauty Contest." Emerson J. Pryor, vice president and general manager of WDVA, arranged for the contest's winner to spend an expense-free week at Carolina Beach. At the show, the Moose Teen-Age Club showed their appreciation by presenting a plaque to the station.

The following month, Ralph Hess Jr., WDVA promotion manager, received a letter from Carl A. Weiss, director of civic affairs for the Loyal Order of Moose at national headquarters, which read in part: this is the ". . . finest example of a radio station's cooperation in a community service project which has been brought to our attention."

The Elks of Danville organized a similar project under BPOE auspices and named Mr. Morris chairman. As a result, this fall saw the inauguration of The Drop-In Club, which meets each Thursday afternoon at the Elks Club, under the joint sponsorship of the Elks Youth Committee and the City Recreation Department.

There's an old saying in which the Moose, the Elks, WDVA and especially the Danville teen-agers all enthusiastically agree: "You can't have too much of a good thing."

LOTS OF LIFE IN RADIO

KSUM Fairmont, Minn., has distributed to advertisers and agencies a brochure giving results of a recent advertising campaign of a local merchant. On the front of the promotion is drawn a hairy individual representing radio in bed undergoing a doctor's checkup. The inside reveals the complete details of the client's promotion which produced, for $67 worth of radio advertising, $1,030 in revenue in four hours. "Yep! There's lots of life in the old boy yet!" concludes the brochure as it shows "radio" out of bed in hot pursuit of a nurse.

MEMPHIS MAYOR Frank Tobey turns disc m.c. on WMPS there to inaugurate a new weekly salute to the service hospitals in the area. Aubrey Guy takes time out from his *Guytime* program so the mayor can do his half-hour stint. Song requests and dedications are furnished through public relations offices of the hospitals.

GATES
Your One Source
For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

WFAA's Story

ESSENTIAL MARKET statistics of the Dallas area are detailed in a double brochure which has been published by WFAA there. The presentation includes, among other things, the principal cities served by WFAA and a breakdown of population, number of families, number of employed, consumer spendable income, retail trade, retail sales and agricultural data. It was prepared by the WFAA research staff. WFAA is a full-time station, but divides its time between 820 kc clear channel and 570 kc regional channel. NBC rides 820 and ABC 570. Audience coverage statistics are provided by Nielsen Coverage Service and Standard Audience Measurement Service.

KHQ PROMOTES AD AGENCIES

SPECIAL CAMPAIGN, "The Advertising Agency—A Professional Service," is being conducted by KHQ-AM-TV Spokane, Wash., to acquaint businessmen with the special services of advertising agencies and firmly cement relations between the various media and agencies. The campaign, scheduled to run indefinitely, consists of a series of radio-tv spots, a mailing list of Spokane's advertising agencies, plus an American Assn. of Adv. Agencies booklet, "How Advertising Agencies Serve Small Businesses," given to each person responding to the announcements. The stations report excellent reaction from both businessmen and agencies.

'BAPTIST HOUR' AVAILABLE

DURING National Brotherhood Week, Feb. 20-27, *Baptist Hour* will be offered to all am stations in the country through the regional offices of the National Conference of Christians & Jews, sponsors of Brotherhood Week. The program, regularly carried on 375 stations weekly, is produced by the Radio & Television Commission of the Southern Baptist Convention, Atlanta, Ga. The program during that week will feature Dr. Roy O. McClain, pastor of the First Baptist Church of Atlanta, delivering a special message, "One Nation Under God."

PARENT EDUCATION WORKSHOP

KDAL-TV Duluth, Minn., is conducting a weekly 15-minute parent education series in which a panel of four parents, which changes each week, and a permanent moderator discuss child development. Parent groups are organized in homes and they carry on the discussion of the subjects at each program's conclusion. At the end of the home discussions, the participants send in postcards with comments and suggestions. The first program elicited cards from approximately 1,000 viewers.

GUARANTEED AUDIENCE

MOTHERS of *Portland Oregonian* delivery boys provide an almost guaranteed home audience during KOIN-TV Portland's weekly half-hour *Showtime for Mom*, produced by the newspaper. The youngsters appear on the variety show and their mothers participate via telephone. After their respective offspring unpack a food basket filled with *Oregonian*-advertised products, the mothers may call the station and name one of the products. A correct answer by their boy to a question on the product asked by the program m.c. entitles the boy to dip his hand into a change-filled fishbowl and keep all the money he can hold.

MILLIONTH barrel of Jax beer is the reason for this celebration of WDSU New Orleans and Jackson Brewing Co. executives at a brewing company buffet. L to r: Edgar B. Stern Jr., president of WDSU; Richard G. Jones, Jackson Brewing Co. vice president-general manager, holding silver cigar box which was a gift from the station; Robert Swezey, WDSU vice president-general manager, and A. Louis Read, station vice president and commercial manager.

RIN TIN TIN CONTEST

IN CONJUNCTION with its sponsorship of *Adventures of Rin Tin Tin* over ABC-TV and MBS, National Biscuit Co. will launch a contest Feb. 18 to name Rin Tin Tin's puppy. First prize is a ten-day vacation for the winning child, two friends and his parents.

Especially

for

People in Love

with *good* music

SESAC

"the best music in America"

475 Fifth Avenue New York

Station Authorizations, Applications
(As Compiled by B • T)

February 3 through February 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,674	525	126
CPs on air	12	20	†317
CPs not on air	101	10	130
Total on air	2,686	545	443
Total authorized	2,787	555	573
Applications in hearing	137	2	167
New station requests	174	5	19
New station bids in hearing	76	0	151
Facilities change requests	137	8	38
Total applications pending	696	67	220
Licenses deleted in Jan.	1	8	0
CPs deleted in Jan.	0	0	7

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,698	2,690	114	165	76
Fm	545	526	30	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	273	317	592[1]
Educational	16	18	34

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	299	112	411
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend. vhf	uhf	Total
Commercial	948	337	733	533	1,267[2]
Educational	57		29	28	57[3]
Total	1,005	337	762	561	1,324[4]

[1] One hundred-twenty-six CPs (25 vhf, 101 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 34 already granted.

[4] Includes 627 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Lewiston, Idaho—Lewiston Tv Co. granted vhf ch. 3 (60-66 mc); ERP 1.48 kw visual, 0.74 kw aural; antenna height above average terrain 1107 ft., above ground 149 ft. Estimated construction cost $102,605, first year operating cost $120,000, revenue $150,000. Post office address 1411 Fourth Ave. Bldg., Seattle. Studio location to be determined. Transmitter location 3 miles N.W. of Clarkson, 2.5 miles S.W. of U. S. 195. Geographic coordinates 46° 27′ 25″ N. Lat., 117° 05′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is subsidiary of Cascade Bcstg. Co., owner of KIMA-AM-TV Yakima and KEPR-TV Pasco, Wash., 40% owner of KWIE Kennewick, Wash., and applicant for satellite station on ch. 8, Walla Walla, Wash. Officers are Pres. **Thomas C. Bostic**, vice pres.-16.5% owner of KIMA; Vice Pres. **J. Barry Watkinson**, engineer-0.5% owner of KIMA, and Sec.-Treas. **Frank E. Mitchell**, vice pres.-0.5% owner KIMA. **A. W. Talbot** is pres.-73.5% owner KIMA. Filed Oct. 8.

New Bern, N. C.—Nathan Frank granted vhf ch. 13 (210-216 mc); ERP 49 kw visual, 26.3 kw aural; antenna height above average terrain 460 ft., above ground 493 ft. Estimated construction cost $248,495, first year operating cost $105,000, revenue $140,000. Post office address P. O. Box 810, Henderson, N. C. Studio and transmitter location West side Neuse River, N. of Ronny Creek, N.N.W. of city. Geographic coordinates 35° 08′ 15″ N. Lat., 77° 03′ 31″ W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Mr. Frank is pres.-99.1% stockholder WHNC-AM-FM Henderson, N. C. Granted Feb. 9.

Sunbury, Pa.—Sunbury Bcstg. Corp. (WKOK-AM-FM) granted uhf ch. 38 (614-620 mc); ERP 12.9 kw visual, 6.9 kw aural; antenna height above average terrain 880 ft., above ground 341 ft. Estimated construction cost $82,000, first year operating cost $196,000, revenue $210,000. Post office address 1150 North Front St., Sunbury. Studio and transmitter location 7 miles SE of Sunbury on Rt. 890. Geographic coordinates 40° 47′ 07″ N. Lat., 76° 41′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **Harry H. Haddon** (37.5%), president-stockholder *Sunbury Daily Item*; Treas. **Basse A. Beck** (45.5%), treasurer-stockholder *Daily Item*; Vice Pres. **George S. Beck** (8%), electric contractor and appliance dealer; **Leon B. Moyer** (8%), motel owner, and **Homer R. Smith** (1%), general manager WKOK. Granted Feb. 9.

APPLICATIONS

Andalusia, Ala.—Alabama Educational Tv Commission (WEDM [TV] Munford, WEBD Birmingham), vhf ch. 2 (54-60 mc); ERP 100 kw visual, 60.3 kw aural; antenna height above average terrain 668 ft., above ground 601 ft. Estimated construction cost $166,500, first year operating cost $16,000, revenue none. Post office address % R. D. Hurlburt, 714 Protective Life Bldg., Birmingham. Studio and transmitter location Mervills Mill Rd., Leon, Ala. Geographic coordinates 31° 34′ 33″ N. Lat. 86° 23′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Filed Feb. 4.

Goodland, Kan.—James E. Blair tr/as Goodland Bcstg. Co. (KWGB), vhf ch. 10 (192-198 mc); ERP 205 kw visual, 110 kw aural; antenna height above average terrain 580 ft., above ground 574 ft. Estimated construction cost $286,749, first year operating cost $130,276, revenue $211,580. Post office address Radio Station KWGB, Goodland. Studio and transmitter location 17th St. & Broadway, Goodland. Geographic coordinates 39° 20′ 10″ N. Lat., 101° 42′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Russell P. May, Washington. Mr. Blair is sole owner and general manager of KWGB. Filed Feb. 1.

APPLICATION DISMISSED

Whitefish Bay, Wis.—The Hearst Corp. FCC Comr. Rosel H. Hyde granted petition to dismiss its application for new tv station on ch. 6. Dismissed Feb. 1.

Existing Tv Stations . . .

ACTIONS BY FCC

WTVY (TV) Dothan, Ala.—Ala-Fla-Ga Tv Inc. granted STA to operate commercially on ch. 9 until July 6. Granted Jan. 28; announced Feb. 8.

KSBW-TV Salinas, Calif.—Salinas Valley Bcstg. Corp. granted mod. of CP for ch. 8 to change from share time with KMBY-TV to unlimited time. Granted Feb. 3; announced Feb. 8.

WJMR-TV New Orleans, La.—Supreme Bcstg. Co. granted mod. of CP to change from ch. 61 to ch. 20; ERP 1,000 kw visual and 501.2 kw aural. Granted Feb. 2; announced Feb. 8.

WIRI (TV) North Pole, N. Y.—Great Northern Tv Inc. granted mod. of CP for ch. 5 to change main studio location to Plattsburg, N. Y. Granted Feb. 9.

WCPO-TV Cincinnati, Ohio—Scripps-Howard Radio Inc. granted mod. of CP for ch. 9 to change ERP to 309 kw visual and 158 kw aural. Granted Feb. 3; announced Feb. 8.

STATIONS DELETED

KTLG (TV) Corpus Christi, Tex.—Trinity Bcstg. Corp. FCC granted request to cancel CP and delete call letters for tv station on ch. 43. Deleted Feb. 2; announced Feb. 8.

KOVO-TV Provo, Utah—KOVO Bcstg. Co. FCC deleted tv station on ch. 11 at request of attorney. Deleted Feb. 7.

CALL LETTERS ASSIGNED

KFAR-TV Fairbanks, Alaska—Midnight Sun Bcstg. Co., ch. 2. Changed from KFIF (TV).

KBTM-TV Jonesboro, Ark.—Regional Bcstg. Co., ch. 8.

WETV (TV) Washington, D. C.—Washington Metropolitan Television Corp., ch. 20.

WSAV-TV Savannah, Ga.—WSAV Inc., ch. 3.

WCBC-TV Anderson, Ind.—Great Commission Schools Inc., ch. 61.

WITN (TV) Washington, N. C.—North Carolina Television Inc., ch. 7.

KDKA-TV Pittsburgh, Pa.—Westinghouse Bcstg. Co., ch. 2. Changed from WDTV (TV).

WXIX (TV) Milwaukee, Wis.—Columbia Bcstg. System Inc., ch. 19. Effective Feb. 27; changed from WOKY-TV.

APPLICATIONS

KSAN-TV San Francisco, Calif.—S. H. Patterson seeks mod. of CP for ch. 32 to change ERP to 217 kw visual, 115 kw aural; antenna height above average terrain 1,080 ft. Filed Feb. 7.

WOOK-TV Washington, D. C.—United Bcstg. Co. seeks mod. of CP to change from ch. 50 to ch. 14 (470-476 mc). Filed Feb. 3.

WTHS-TV Miami, Fla.—Lindsey Hopkins Vocational School seeks mod. of CP for reserved ch. 2 to change ERP to 9.5 kw visual, 5.7 kw aural; antenna height above average terrain 285.4 ft. Filed Feb. 3.

KONA (TV) Honolulu, Hawaii—Hawaii Radio Honolulu Ltd. seeks mod. of CP to change from ch. 11 to ch. 2 (54-60 mc); ERP 54.7 kw visual, 32.8 kw aural; studio location to 206 Koula St.; transmitter location to Ala Moana & Piikoi Sts.; antenna height above average terrain minus 213 ft. Filed Feb. 3.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

WANE-TV Ft. Wayne, Ind.—Radio Ft. Wayne Inc. seeks mod. of CP for ch. 69 to change ERP to 198.6 kw visual, 107.2 kw aural; studio and transmitter location to between State Blvd. and Spring St., 0.1 mile W of city limits; antenna height above average terrain 743 ft. Filed Feb. 3.

WNDU-TV Notre Dame, Ind.—Michiana Telecasting Corp. seeks mod. of CP for ch. 46 to change ERP to 127 kw visual, 63.5 kw aural; transmitter location to SE corner of Ironwood & Kern Rds., near South Bend; antenna height above average terrain 574 ft. Filed Feb. 4.

KOAM-TV Pittsburg, Kan.—Mid-Continent Telecasting Inc. seeks mod. of CP for ch. 7 to change ERP to 245.5 kw visual, 137.5 kw aural; antenna height above average terrain 546 ft. Filed Feb. 7.

KYTV (TV) Springfield, Mo.—Springfield Tv Inc. seeks mod. of CP for ch. 3 to change ERP to 100 kw visual, 50.1 kw aural; antenna height above average terrain 525 ft. Filed Feb. 7.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. seeks mod. of CP for ch. 2 to change antenna height above average terrain to 1327.5 ft. Filed Feb. 1.

WSLS-TV Roanoke, Va.—Shenandoah Life Stations Inc. seeks mod. of CP for ch. 10 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,972 ft. Filed Feb. 4.

New Am Stations . . .

APPLICATIONS

Selma, Ala.—Roland Jordan Jr. tr/as Central Ala. Bcstg. Co., 1270 kc, 1 kw daytime. Post office address 1501 Broad St. Estimated construction cost $12,989, first year operating cost $36,000, revenue $48,000. Mr. Jordan is former chief engineer at WCRL Oneonta, Ala. Filed Feb. 1.

Escondido, Calif.—Neil W. Owen & Julia C. Owen d/b as Palomar Bcstg. Co., 1450 kc, 250 w unlimited. Post office address 5901 Buckler Ave., Los Angeles. Estimated construction cost $11,800, first year operating cost $30,000, revenue $35,000. Principals in general partnership include **Neil W. Owen** (50%), teacher, and his wife **Julia C. Owen** (50%), college instructor. Filed Feb. 2.

Arcadia, Fla.—R. E. Hughes, 1320 kc, 500 w daytime. Post office address Box 445, Plant City, Fla. Estimated construction cost $10,706, first year operating cost $27,000, revenue $40,000. Mr. Hughes is employee at Duplex Mills & Mfg. Co. and applicant for new am station at Plant City. Filed Jan. 31.

Washington, Iowa—John Garrett tr/as Washington County Bcstg. Co., 1220 kc, 250 w daytime. Post office address 205 S. Marion Ave. Estimated construction cost $7,700, first year operating cost $27,000, revenue $35,000. Mr. Garrett is radio engineering consultant. Filed Jan. 31.

Great Falls, Mont.—Community Bcstrs., 1450 kc, 250 w unlimited. Post office address % Dan Snyder, Box 1405, Great Falls. Estimated construction cost $27,455, first year operating cost $32,280, revenue $34,500. Principals include Pres.-Gen. Mgr. **Dan Snyder** (26.6%), manager KBMN Bozeman, Mont.; Vice Pres. **Edwin R. Mitchell** (16.6%), general contractor; Vice Pres. **Leo B. Lewis** (23.3%), general contractor; Sec.-Treas. **Herman J. Feiden** (16.6%), florist, and **Esther A. Feiden** (16.6%). Filed Jan. 27.

Billings, Mont.—D. Gene Williams & Delbert Berthoff, co-partners, 910 kc, 1 kw daytime. Post office address Realty Building, Spokane. Estimated construction cost $29,475, first year operating cost $45,000, revenue $60,000. Principals include **D. Gene Williams** (50%), 51% owner KSPO Spokane, and 25% owner KUTI Yakima, and **Delbert Berthoff** (50%), 49% owner KSPO and 25% owner KUTI. Filed Feb. 1.

JOS. WEED & CO.,
579 Fifth Ave., New York
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Oak Harbor, Ohio—News On The Air Inc., 1250 kc, 500 w daytime, directional. Post office address 175½ West Water St., Oak Harbor. Estimated construction cost $16,000, first year operating cost $36,000, revenue $50,000. Principals include Pres. **Robert W. Reider** (50%), publisher of *Ottawa County News*, Port Clinton, Ohio; Vice Pres. **John E. Halliday** (10%), pres.-79% stockholder WJEH Gallipolis, Ohio; pres.-66% stockholder WBEX Chillicothe, Ohio; 10% stockholder WLMJ Jackson, Ohio, and pres.-79% stockholder WRAS Spencer, W. Va.; Sec.-Treas. **Truman A. Morris** (10%), sec.-treas.-20% stockholder WJEH, 10% stockholder WLMJ, sec.-treas.-⅓ owner WBEX, and sec.-treas.-20% stockholder WRAS; **Marianne B. Campbell** (10%), sec.-treas.-10% stockholder WLMJ; **William R. Mnich** (10%), 10% stockholder WLMJ, and **Don W. Hughes** (10%), manager WLMJ. Filed Feb. 4.

Austin, Tex.—Austin Radio Co., 800 kc, 250 w daytime. Post office address Jacob A. Newborn, Box 1191, Austin. Estimated construction cost $6,000, first year operating cost $24,000, revenue $28,000. Principals include **Nancy Newborn** (50%); **Nena Newborn** (50%), and Pres.-Treas. **Jacob A. Newborn,** owner of KETX (TV) Tyler, Tex. Nancy and Nena Newborn are minor daughters of Mr. Newborn. Filed Jan. 31.

Charlottesville, Va.—Lawrence Lee Kennedy, 1400 kc, 250 w unlimited. Post office adress 1009 Westland St., Charlottesville. Estimated construction cost $16,700, first year operating cost $48,000, revenue $78,000. Mr. Kennedy is chief-engineer and minority stockholder WINA Charlottesville. Filed Jan. 28.

Lynchburg, Va.—Harry A. Epperson Jr., 1050 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $27,248, first year operating cost $47,000, revenue $57,500. Mr. Epperson is on sales staff of his son's station WPAQ Mt. Airy, N. C. Filed Jan. 28.

Existing Am Stations . . .

ACTIONS BY FCC

WEEK Peoria, Ill.—West Central Bcstg. Co. granted mod. of license to change main studio location to 2907 Springfield Hill Rd., East Peoria. Granted Feb. 4; announced Feb. 8.

KASI Ames, Iowa—Ames Bcstg. Co. granted request for waiver of Sec. 3.71 to sign-off at 7 p.m. May through August. Granted Feb. 1; announced Feb. 8.

WENC Whiteville, N. C.—Whiteville Bcstg. Co. granted request for waiver of Sec. 3.71 to sign off at 8:00 p.m. Granted Feb. 4; announced Feb. 8.

APPLICATIONS

WNLK Norwalk, Conn.—Norwalk Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1350 kc. Filed Feb. 2.

WJCD Seymour, Ind.—Dr. Azra C. Baker seeks CP to change from 500 w to 1 kw on 1390 kc. Filed Feb. 2.

WJVA South Bend, Ind.—St. Joseph Valley Bcstg. Corp. seeks CP to change from 1580 kc to 1220 kc. Filed Feb. 3.

WBEC Pittsfield, Mass.—Western Mass. Bcstg. Co. seeks CP to change from 1490 kc 250 w to 1420 kc 1 kw. Filed Feb. 1.

WFAR Farrell, Pa.—Sanford A. Schafitz seeks CP to change from 500 w to 1 kw on 1470 kc. Filed Feb. 1.

WAEW Corssville, Tenn.—WAEW Inc. seeks CP to change from 1340 kc 250 w unlimited to 1330 kc 1 kw daytime. Filed Feb. 1.

Existing Fm Stations . . .

ACTIONS BY FCC

WMRI-FM Marion, Ind.—Chronicle Pub. Co. granted CP to change ERP to 31 kw; studio and transmitter location to 0.6 mile S of State Rt. 18 on Pennsylvania Ave., Marion; antenna height above average terrain 275 ft. Granted Feb. 1; announced Feb. 8.

WPAD-FM Paducah, Ky.—Paducah Bcstg. Co. granted CP to change ERP to 36 kw. Granted Feb. 1; announced Feb. 8.

Ownership Changes . . .

ACTIONS BY FCC

WMLV Millville, N. J.—Union Lake Bcstrs. Inc. granted voluntary acquisition of control by John N. Norris through purchase of 40% of stock from John C. Price for $15,000. Mr. Norris, 20% stockholder of WGSA Ephrata, Pa., will now own 80% interest. Granted Feb. 1; announced Feb. 8.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted voluntary acquisition of negative control (50%) by Hal Peterson through purchase of 25% interest from W. Scott Schrenner for $7,500. Granted Feb. 1; announced Feb. 8.

APPLICATIONS

KMOR Oroville, Calif.—Oroville Bcstrs. seek voluntary transfer of control to Joy C. Fearnhead through purchase of 37.5% interest from Knox La Rue for $5,425. Mr. Fearnhead will now own 75% interest. Filed Jan. 31.

WCTV (TV) Thomasville, Ga.—E. D. Rivers Sr. seeks voluntary assignment of CP to John H. Phipps for $887,000 for tv expenses and equipment, and $331,464 for GE equipment obligations. Mr. Phipps also pays $38,000 for Mr. Rivers' contract to purchase WKTG there for $62,000. Mr. Phipps is owner of WTAL Tallahassee and WTYS Marianna, Fla. Filed Jan. 31.

KORT Grangeville, Idaho—Far West Radio Inc. seeks voluntary transfer of control to Hub and Helen H. Warner through purchase of ⅓ interest from David L. Dodd for $4,000. Hub and Helen H. Warner each will now own 50% interest. Filed Feb. 3.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. seeks voluntary acquisition of control by Keith Moyer through transfer of 45¾% interest from Roger L. Moyer for 25% interest in WTIM Taylorville, Ill., and assumption by R. L. Moyer of $22,600 obligation. Keith Moyer will now own 91½% interest. Filed Feb. 3.

WTIM Taylorville, Ill.—Roger L. Moyer & Keith Moyer d/b as Moyer Bcstg. Co. seek voluntary assignment of license to Roger L. Moyer tr/as Moyer Bcstg. Co. through transfer of 25% interest to Roger L. Moyer for assumption of $22,600 obligation and 45¾% interest in WBBA Pittsfield, Ill. Mr. Moyer will now be sole owner. Filed Feb. 3.

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. seeks relinquishment of positive control by Dietrich Dirks through acquisition of 50% interest by Perkins Brothers Co., operators of KSCJ there, pursuant to merger agreement for the ch. 4 facility. Filed Feb. 3.

WBLE Batesville, Miss.—Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. seek voluntary assignment of license to Harold B. McCarley, Robert H. Collins & Harriet K. Hartness d/b as Panola Bcstg. Co. Travis A. Palmer sells his ⅓ interest for $9,000. Principals will now include **Harold B. McCarley** (50%), **Robert H. Collins** (⅙), lumber manufacturer, and **Harriet K. Hartness** (⅓). Filed Jan. 28.

KORK Las Vegas, Nev.—Vegas Valley Bcstg. Co. seeks assignment of license to parent company Reno Bcstg. Co. Filed Feb. 3.

WAKN Aiken, S. C.—Aiken Electronics Advertising Corp. seeks voluntary transfer of control to John Mare through purchase of 20% interest from B. T. Whitmire for $7,609. Mr. Mare will now own 69% interest. Filed Feb. 1.

experts in tv lighting

That's what some of the most important people in the business call us.

RENTAL EQUIPMENT

We deliver anywhere in the U. S. Service includes installation and removal all at one low cost.

FREE ESTIMATES

WRITE FOR FREE CATALOG OF EQUIPMENT

JACK A. FROST
DEPT. BT
234 PIQUETTE AVENUE
DETROIT 2, MICHIGAN
TRINITY 3-8030

KENN Kenedy, Tex.—Charles F. Harris, Stanley F. Nelson & Charles W. Bathrope d/b as Kenedy Bcstg. Co. seeks assignment of license to Charles W. Bathrope for $2,216 plus all expenses for getting station on the air. Mr. Bathrope is pres.-94% owner KITE San Antonio, 50% owner KANN Sinton, and 4% owner KDUB-AM-TV Lubbock, all Texas. Filed Feb. 2.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. seeks assignment of CP to Tim Brite Inc. for $17,500 plus assumption of notes due RCA for $63,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va. Tim Brite Inc., Hyattsville, Md., advertising agency, is owned by **Temus R. Bright** (95.3%), and his wife **Anna C. Bright** (4.7%). Filed Feb. 4.

Hearing Cases . . .

FINAL DECISION

Savannah, Ga.—New tv, ch. 3. The Commission announced its decision granting the application of WSAV Inc. for new tv station on ch. 3 in Savannah, Ga., subject to the condition that it does not utilize its presently proposed tower base, consisting of three steel sleeves installed on the penthouse-roof of the Liberty National Bank Bldg., in Savannah; and denying the competing application of WJIV-TV Inc.; denied motion by WSAV Inc., to strike exceptions and brief of WJIV-TV. Chairman McConnaughey and Commissioner Doerfer not voting. Action Feb. 3.

OTHER ACTIONS

CBS—By Memorandum Opinion and Order, the Commission, on petition, dismissed its show cause proceeding against the Columbia Bcstg. System Inc., in connection with the seven-am-station limitation specified in the Commission's rules, since CBS now has interest in only six am stations (KCBS San Francisco; WCBS New York; WEEI Boston; WBBM Chicago; KMOX St. Louis, and KNX Los Angeles). Action Feb. 3.

Boston, Mass.—Ch. 5 proceeding. By separate orders, the Commission (1) granted motion by the Chief Broadcast Bureau, to delete in the Boston ch. 5 proceedings the issue with respect to whether stations proposed by Allen B. DuMont Labs. Inc. and Post Pub. Co. would constitute a hazard to air navigation; and (2) denied motion by Post to include a similar issue with respect to the station proposed by Matheson Radio Co. The three proposed antennas have air navigation approval. Action Feb. 3.

Laurel, Miss.—By Order, the Commission denied petition by Southland Bcstg. Co. and New Laurel Radio Station Inc., protestants, for a 2-week continuance of hearing in re application of American Southern Bcstrs. (WPWR) for new am station (1430 kc) in Laurel, Miss. Action Feb. 4.

WROW-AM-TV Albany, N. Y.—By order, the Commission re-scheduled for Feb. 14 oral argument in the proceeding involving transfer of control of Hudson Valley Bcstg. Co. (WROW-AM-TV Albany, N. Y., from Hyman Rosenblum, et al., to Lowell J. Thomas, et al. Action Feb. 3.

Latrobe, Pa.—By Order the Commission denied a petition by its Chief Broadcast Bureau, for enlargement of issues in proceeding on application of Latrobe Bcstrs. for new am station (1480 kc) in Latrobe, Pa. Action Feb. 2.

WICU (TV) Erie, Pa.—By order the Commission (1) denied motion by Dispatch Inc. to strike certain Broadcast Bureau allegations in the proceeding on renewal of license of tv station WICU Erie, Pa.; and (2) dismissed as premature a Broadcast Bureau motion to enlarge and modify hearing issues. Action Feb. 2.

Routine Roundup . . .

February 3 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on Jan. 28

Chief Broadcast Bureau—Granted petition for an extension of time to and including Feb. 8, within which to file exceptions to initial decision in re application of Sangamon Valley Tv Corp. and WMAY-TV Inc. for ch. 2 in Springfield, Ill. (Dockets 10701, 03).

By Hearing Examiner William G. Butts on Feb. 2

WONN Lakeland, Fla., Coastal Bcstg. Co.—Granted petition for leave to amend its am application (Docket 11145; BP-9245), and application as amended was removed from hearing docket.

By Hearing Examiner Hugh B. Hutchison

Salina, Kan., Salina Bcstg. Co.—The Commission, on its own motion, continued until further order the prehearing conference scheduled for Feb. 1, in re application for new am station (Docket 11162) (Action of 1/31).

Abilene, Tex., Bill Mathis—The Commission, on its own motion, continued until further order the prehearing conference scheduled for Feb. 2, in re application for new am station (Docket 11180) (Action of 1/28).

By Hearing Examiner Basil P. Cooper on Feb. 1

Amended order of Jan. 19 in re applications of Indianapolis Bcstg Inc., et al., for ch. 13 in Indianapolis, Ind. (Docket 8906 et al.), by adding the following paragraph: "It is further ordered that the motions made by counsel for Mid-West T. V. Corporation that the principals of all competing applicants be examined as to the filing of their income tax returns and the subsequent processing thereof by the Collector of Internal Revenue be and the same are hereby denied."

Elizabethtown, N. C., Cape Fear Bcstg. Co.—Granted petition for continuance of hearing from Feb. 15 to April 18, in re application for new am station (Docket 11143).

By Hearing Examiner Fanney N. Litvin on Feb. 1

WOPA Oak Park, Ill., Village Bcstg. Co.—Ordered that prehearing conference scheduled for Feb. 3 be continued to Feb. 7 (Docket 11163).

February 3 Applications

ACCEPTED FOR FILING

License fer CP

WPRP Ponce, P. R., Voice of Porto Rico Inc.—License to cover CP (BP-9171) which authorized change from employing directional antenna (DA-1) day and night to directional antenna for night use only (DA-N) (Main transmitter) (BL-5604).

Renewal of License

WCON Cornelia, Ga., Habersham Bcstg. Co.—Resubmitted (BR-2811).

WDMG Douglas, Ga., WDMG Inc.—(BR-1709).

Modification of CP

WNLC-TV New London, Conn., The Thames Bcstg. Corp.—Mod. of CP (BPCT-1217) as mod. which authorized new tv station to extend completion date to Aug., 1955 (BMPCT-2814).

WJHP-TV Jacksonville, Fla., The Jacksonville Journal Co.—Mod. of CP (BPCT-1454) as mod. which authorized new tv station to extend completion date (BMPCT-2811).

WMFL (TV) Miami, Fla., Miami-Biscayne Television Corp.—Mod. of CP (BPCT-1616) as mod. which authorized new tv station to extend completion date to 8-9-55 (BMPCT-2755).

KLIX-TV Twin Falls, Idaho, Southern Idaho Bcstg. & Tv Co.—Mod. of CP (BPCT-1292) as mod. which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2815).

WPMT (TV) Portland, Me., The Portland Telecasting Corp.—Mod. of CP (BPCT-1528) as mod. which authorized new tv station to extend completion date to 8-16-55 (BMPCT-2810).

KOMU-TV Columbia, Mo., The Curators of the U. of Mo.—Mod. of CP (BPCT-1177) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2816).

KMBC-TV Kansas City, Mo., KMBC Bcstg. Co.—Mod. of CP (BPCT-292) as mod. which authorized new tv station to extend completion date to 5-17-55 (BMPCT-2812).

KCJB-TV Minot, N. D., North Dakota Bcstg. Co.—Mod. of CP (BPCT-1333) as mod. which authorized new tv station to extend completion date to 3-1-55 (BMPCT-2820).

KOTV (TV) Tulsa, Okla., KOTV Inc.—Mod. of CP (BPCT-1786) as mod. which authorized changes in facilities of existing tv station to extend completion date to 5-20-55 (BMPCT-2819).

WUSN-TV Charleston, S. C., Southern Bcstg. Co.—Mod. of CP (BPCT-693) as mod. which authorized new tv station to extend completion date to 8-17-55 (BMPCT-2813).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—Mod. of CP (BPCT-1344) as mod. which authorized new tv station to extend completion date to 5-19-55 (BMPCT-2817).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—Mod. of CP (BPCT-1887) which authorized an auxiliary transmitter at the present main transmitter site to extend completion date to 5-19-55 (BMPCT-2818).

WOAY-TV Oak Hill, W. Va., Robert R. Thomas Jr.—Mod. of CP (BPCT-1852) as mod. which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2809).

February 4 Applications

ACCEPTED FOR FILING

Renewal of License

WTBC Tuscaloosa, Ala., Tuscaloosa Bcstg. Co.—(BR-1427).

WDUN Gainesville, Ga., Northeast Georgia Bcstg. Co.—(BR-2251).

WITA San Juan, P. R., Electronic Enterprises Inc.—(BR-2077).

WJAT-FM Swainsboro, Ga., Jack A. Thompson & Nancy M. Thompson—(BRH-703).

Remote Control

WGST Atlanta, Ga., Board of Regents, University System of Georgia, for & on Behalf of Ga., Institute of Technology—(BRC-649).

KFTV Paris, Tex., Lamar Bcstg. Co.—(BRC-647).

Renewal of License Returned

WJRD Tuscaloosa, Ala., Welhelmina Q. (Doss) Echols—(Section II dated after Section I.)

License for CP

KRKD-FM Los Angeles, Calif., Radio Bcstrs. Inc.—License to cover CP (BPH-1962) which authorized changes in licensed station (BLH-1029).

February 7 Applications

ACCEPTED FOR FILING

Renewal of License

WJMW Athens, Ala., Athens Bcstg. Co.—(BR-2215).

WEDR Birmingham, Ala., Magic City Bcstg. Co.—(BR-2373).

WFMH Cullman, Ala., The Voice of Cullman—(BR-2468).

WFEB Sylacauga, Ala., Alabama Bcstg. Co.—(BR-1210).

WMLS Sylacauga, Ala., Marble City Bcstg. Co.—(BR-1978).

WJVB Jacksonville Beach, Fla., Jacksonville Beach Bcstg. Co.—(BR-1537).

WJAZ Albany, Ga., Radio Station WJAZ—(BR-2765).

WGLS Decatur, Ga., DeKalb Bcstg. Co.—(BR-2255).

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—(BR-1151).

WNEX Macon, Ga., Macon Bcstg. Co.—(BR-1215).

WTOC Savannah, Ga., Savannah Bcstg. Co.—(BR-763).

WKTG Thomasville, Ga., Southern Bcstg. System Inc.—(BR-1776).

Renewal of License Returned

WJBB Haleyville, Ala., Haleyville Bcstg. Co.—(Section II dated after Section I).

WPAX Thomasville, Ga., H. Wimpy—(Section II dated after Section I.)

Remote Control Returned

WDBQ Dubuque, Iowa, Dubuque Bcstg. Co.—(Not Notarized.)

Modification of CP

WALA-TV Mobile, Ala., Pape Television Co.—Mod. of CP (BPCT-705) as mod. which authorized new tv station to extend completion date (BMPCT-2834).

WPGT (TV) Clearwater, Fla., W. Frank Hobbs tr/as Pioneer Gulf Television Bcstrs.—Mod. of CP (BPCT-1301) as mod. which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2826).

(Continued on page 113)

Major Market Independent

$105,000.00

A successful fulltime independent that is beginning to realize sizeable profits due to a recent change in policy. This property is located in one of the south's great markets. Fixed assets above average. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton Phil Jackson	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	235 Montgomery St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-8111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Service Directory advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager, county seat population 15,000. Fringe tv; newspaper competition. Guarantee plus percentage. Box 190G, B•T.

Station manager, single station county seat market. Profitable connection for capable salesman-manager familiar all phases. Engineering experience not necessary. Box 291G, B•T.

Salesmen

Florida—experienced man, draw against 15% Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- **Announcers** (Tv & Radio)
- **Camera Men**
- **Continuity Writers** (Tv & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

with schools in

HOLLYWOOD • CHICAGO • PORTLAND

RADIO

Help Wanted—(Cont'd)

Florida . . . Want qualified salesman-announcer. Want'a make money. $100.00 guarantee week, right man, three openings, two pop and one hillbilly field. Must be tops. Good past record. Full information first letter. Box 19G, B•T.

Wanted: Experienced salesman. Radio and tv for Florida. Active list of accounts. Draw against commission. Send past employment record, photograph and references. Box 186G, B•T.

Salesman—unusual opportunity for live wire men to sell radio and television advertising. Must be above average in ability, have car and be willing to travel extensively. If you are satisfied earning less than $12,000 a year do not apply. Box 256G, B•T.

We are looking for salesmen or sales manager for five kw radio, channel 7 tv NBC. Radio and tv sales two separate organizations. Opportunity for future advancement and permanent location in this rich agriculture and industrial area. Box 295G, B•T.

New England full-time network station wants experienced salesman. Salary, commission and milage allowance. Write Box 312G, B•T.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Bright hard hitting morning man for well established morning show on upper midwest network affiliate. Right man will have tv opportunity on vhf NBC affiliate. Box 294G, B•T.

Are you a good morning man for our radio operation in southeast? Send photo, air check, references, background. Tapes will be returned. Box 315G, B•T.

Announcer with first phone ticket for Ohio daytimer in single station market. $75 week start—more on proven ability. Box 329G, B•T.

Top Negro DJ for rhythm and blues or spiritual shows. Real opportunity with new station in terrific market. Send audition tape, photo, salary requirements to Bill Garrett, % KATZ, Room 273, Arcade Building, St. Louis, Missouri.

Wanted—Morning announcer, combination sports—staff announcer, combination sports—announcer—salesman, combination staff announcer—news report writer. Eli Daniels, KDSJ-KRSD Rapid City, South Dakota.

Vacation relief man . . . must have first phone ticket. Good voice, sober and reliable. Contact Frank Kilpatrick, KXRX, San Jose, California.

Excellent opportunity for program conscious announcer with solid selling background. Progressive midwest indie. Complete details including salary desired in first letter. WHFB, Benton Harbor, Michigan.

Morning man for progressive midwest indie. We want a personality who can demonstrate his ability to build his own successful program. Complete station cooperation and excellent opportunity for the right man. Complete details first letter. WHFB Benton Harbor, Michigan.

Experienced announcer needed for independent kilowatt daytimer. Send qualifications to Station Manager, WIAM Williamston, N. C.

RADIO

Help Wanted—(Cont'd)

General staff announcer; 250 watt southern Kentucky independent station. Must be married. Some experience desired but not necessary. Send complete resume and audition tape, first letter to WKAY Glasgow, Kentucky.

Announcer wanted: Man with light experience but good potential. Man interested in learning play-by-play or news preferred. Strict professional operation. Must get along with staff and take job seriously. Outstanding midwest independent. Send tape, resume, photo to WMIX Mt. Vernon, Illinois.

1st phone combo. Emphasis announcing. 1 kw, top pay. Send audition, references, and background. WRIC Richlands, Virginia.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

Technical

Chief engineer. Maintenance. Light air shift. Remote controlled transmitter. Medium southwestern market. Permanent. $90.00 weekly. Box 237G, B•T.

First phone immediate opening permanent position thousand watt regional. Need car, write or wire George Crocker, KSDN Aberdeen, South Dakota.

1st combo—chief engineer-announcer. Efficient in both. Write or call WCRO Johnstown, Pa.

Help wanted: First phone engineer-announcer. Send full resume, tape, photo to Jack Owens, WEIC Charleston, Illinois.

First phone immediately. Recent grad. okay. Excellent spot for radio and tv repairman. References, write, wire WFKN Franklin, Ky.

Immediate opening: Chief engineer with experience. Preferably some announcing. Permanent position. State background, salary requirements, first letter, WMLT Dublin, Georgia.

Experienced recording man. Tape, disc, remotes, maintenance. Write full qualifications, salary. Rocky Mountain Radio Council, 21 E. 18th Ave., Denver, Colorado.

Production-Programming, Others

Pacific northwest radio station seeking experienced, talented and personable woman's program director. Only top-flight applicants considered for this wonderful opportunity. Confidential. Box 322G, B•T.

Nebraska news editor. Gather, write and broadcast local news . . . general news editing. Must have news training and experience. Write for application form. KCOW Alliance, Nebraska.

Girl Friday—continuity that sells. Knowledge of traffic. Small station experience preferred. Contact Harry Becker, KIMO Independence, Missouri. Days call Clifton 9815 or 9810. Night Clifton 5339.

Program director with first ticket. Immediate opening, competitive market. Good opportunity for man with ability and experience. Send full information to A. M. McGregor, KSTT Davenport, Iowa.

Situations Wanted

Managerial

General manager. Am-tv, family man seeking advancement. Employed same station, radio-tv past ten years. Presently assistant tv manager. Willing to invest first year's salary in company stock to prove confidence in ability. Prefer west. Box 285G, B•T.

Irresponsible ingrate, living off wife and 2½ kids. Seeks managerial post with short hours, big pay. Live a little . . . engage this lout and laff it up with him. Box 301G, B•T.

National sales or commercial manager—approximately 14 years radio-television sales experience, both local and national. Experience includes branch manager of representative and station's national sales director. Persistent, determined. References from stations, agencies and representatives. Box 318G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with permit, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist seeking staff position. Strong on news. Sober, dependable family man. Some tv experience. Tape, resume or personal interview on request. Box 99G, B•T.

Sportscaster—7 years am radio experience. Seeks year-round sports deal, am-tv combo or radio with tv C.P., including B, A or AA baseball. Consider only medium to large market, salary plus talent arrangement. Can purchase minority interest if desired. Air-check tape, references. Box 112G, B•T.

Announcer—deejay, employed, seeking job with future, married, veteran, will travel, tape. Box 113G, B•T.

Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity & selling. Write Box 120G, B•T.

Very good negro staff man. Experience light, future bright. Ambitious, smooth, good references. Box 181G, B•T.

Versatile announcer, some DJ experience, newscasting, writing comercials, available immediately. Box 227G, B•T.

Successful major market "morning man" wants change to top rated station in large market. Have quadrupled ratings and tripled billings, but no future. Fifteen years experience at three stations. If you have jockey vacancy and will pay percentage write Box 259G, B•T.

Say there mister broadcaster! Hundreds of thousands of GI's were informed and entertained while they were "doing their job" in Korea. Perhaps you were one of them who listened and took time out to drop a line whenever the action quieted down. Our mail pull was tremendous. We have finished our "job" over here. We specialize in rapid fire sportscasting and authoritative newscasts with all embellishments. Our name is known throughout the land. What town didn't send its favorite sons "over there?" 10 years experience. Have slightly frayed khakis, wonderful wife and 8-month-old son who rely on us to do the "job" and are willing to travel. Box 265G, B•T.

Baseball announcer, 7 years experience, excellent voice, finest of references. Box 266G, B•T.

Staff announcer, 2 years solid experience with small midwestern indie, desires to relocate anywhere in native New England. 25, vet, single. Box 269G, B•T.

Outstanding news and sports personality seeking job with opportunity. Clear mature voice backed by ample experience. College graduate presently employed. Tape and resume upon request. Box 279G, B•T.

Combo-announcer. First phone license. Four years broad experience. Desires job southeast. Available February 28. Full details please. Box 282G, B•T.

Announcer—No tux, will travel. Energy unbounded. Strong commercials and news. Recent graduate. Tape, resume, photo on request. Box 283G, B•T.

Deejay—two years present location—emceed network show. Strong on play-by-play—news—special events—third ticket. Prefer eastern location. Box 284G, B•T.

Announcer. First class license. Good voice. Experienced. Box 292G, B•T.

Announcer—5 years experience, all phases except sports. Family man. Pay must be good. Virginia, North Carolina area preferred. Box 299G, B•T.

Experienced, reliable, sober, draft exempt, married, car. Available after notice. Box 300G, B•T.

Experienced staff announcer, friendly deejay, singer, strong news, good commercials, single, veteran, 3rd ticket. Tape and resume available. Box 304G, B•T.

Station managers: I'm 23, single, light experience, have a fine DJ and news delivery. Just the man you've been looking for. Yours if you act fast. Tux. Will travel. Box 306G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 307G, B•T.

Disk jockey or program director. Experience, effective "on-the-air salesman." Knows promotion, merchandising, public relations, copy, traffic, etc. Can handle servicing and help sell. Sincere delivery. Authoritative newscasts. Newlywed. Will go anywhere for opportunity. Can start immediately. Box 308G, B•T.

Announcer-salesman. First phone. 5 years radio-tv experience. Married. New car. Available 2 weeks. West Coast. Box 309G, B•T.

Brighten up your weekends. Top-flight New York commercial announcer, newscaster and writer with several exclusive successfully tested network radio programs, wants Saturday and Sunday work out of town. Tapes and interview upon request. Box 311G, B•T.

Top-rated announcer in 5-station western market desires permanent position with program conscious prestige station. Now doing top music shows, formerly air news director. 7½ years experience, radio, tv. No gimmicks, just sound, polished technique. No quickie deals. Position must offer security, advancement. Write Box 313G, B•T.

Announcer: Desire network in eastern U. S. A. Young, 2½ years experience, currently employed as staff and sports director. College grad. Box 325G, B•T.

Wide-awake announcer, strong on news, excellent pop DJ, can write commercial copy. Capable engineer, 1st phone, experience includes installation 1kw indie. Married, family, veteran, have car. Returnable tape on request. Act quickly on this one. Box 330G, B•T.

Announcer—DJ. Single—vet—strong news, sincere friendly commercial. Will travel—tape. Dick Baron, c/o Blumberg, 745 Driggs Avenue, Brooklyn 11, N. Y. Evergreen 7-2757 after 5.

Soldier desires Saturday evening and Sunday newscast duties. Pvt. Leroy Brush, Co. B, 588 EBC, Ft. Belvoir, Virginia.

Experienced sportscaster. Two seasons "Hoosier Hysteria" Indiana basketball, football. Like permanency possible including baseball. Reliable staff, DJ. Veteran, tape. Bill Diamond, 618 Broadway, Vincennes, Indiana.

Announcer. Available immediately . Three years experience, including 7 months television. Married. Will travel. Everett, 308 South 6th, Terre Haute, Indiana.

Announcer—emphasis news, music, commercials. Restricted permit. Graduate Midwestern Broadcasting School, 27, married, will travel. Tape, photo, resume on request. Ray Foster, Box 109, Morris, Illinois. Phone 1211.

Announcer-staff. News, commercials, DJ, sports. Single, age 27. Veteran. Will travel. Elmer C. Giznik, 3444 N. Osage Street, Chicago, Illinois.

195 pounds of dynamic selling power available. Club emcee experience. 3½ years radio. Free to travel. Navy discharge. Write, wire, phone, Don Gregory, 1201 Wright, St. Louis, Missouri. Central 1-8186.

RADIO

Situations Wanted—(Cont'd)

Play-by-play, six years experience all sports. Veteran, married. Top references; brochure and tapes available. Bob Junkert, 512½ Fountain Street, Eau Claire, Wisconsin.

Staff—capable. Good voice, light experience. Wishes to settle. Tape tells tale. Robert Miller, 136 West 44th Street, New York City, N. Y.

Announcer, DJ. 8 months experience. 3rd license. Graduate Pathfinder School of Radio. Single. Vet. College. Can begin work March 14. Will go anywhere. Wire or write Ted Mullins, Room 316, Wesley Hotel, Washington, D. C.

Announcer—strong on DJ, sports and news. Mature. Midwestern Broadcasting School. College degree in commerce. Would like part-time sales too. Tape and resume on request. Art Nendick, 4897 North Ashland, Chicago, Illinois.

Staff announcer: Strong on commercials, DJ, news. Prefer midwest; will travel. Tape, resume. Write: John Schneider, 2727 W. Polk, Chicago.

Announcer, staff, employed, veteran, married, will travel, tape—Mark Shor, 751 E. 178th Street, Bronx 57, New York.

Experienced announcer, versatile Midwestern Broadcasting School graduate. Will work anywhere west of Chicago. Les Simon, Gillett, Wisconsin.

Technical

Broken down tv chief presently employed desires chief's job in radio again to regain sanity. Box 270G, B•T.

Technician 12 years experience am-tv desires permanent position with progressive station. Prefer transmitter but will work studio. Box 277G, B•T.

1st class engineer. Married, serious-minded, excellent references. South preferred. Box 290G, B•T.

Combo, first class license. Graduate engineer, 15 years experience. Southwest preferred. Box 293G, B•T.

Am engineer. Experienced all phases including directionals. Box 297G, B•T.

Versatile—engineer, first. Will also write commercials and script. Some announcing. 20 years electronics. 2 years broadcasting. Box 303G, B•T.

Fifteen years in experience, ten years this station. Maintenance operation, tapes, studio and remote. No on air experience. Family man. Would like interview. Home phone 8206, Beckley, W. Va. Box 321G, B•T.

Engineer—1st phone. One year experience in am and fm. Available immediately for am, fm or tv operation. Charles Curzon, 5202 N. Clark Street, Chicago, Illinois. Phone Ravenswood 8-9575.

Ten years am, one year tv, first phone, car, 30, single. Will travel. $80 minimum. Available immediately. Engineer, 206 Furman Street, Syracuse 5, N. Y. 75-8913.

MAJOR MARKET UHF STATION

Over 40 percent penetration

FOR SALE

for less than liabilities

for details

Write or wire collect

Box 324 G, B•T

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director—Radio is not dead, it only sounds that way. Want new ideas and production to build sales and audience? Give me the job. Over eight years in radio, some tv. Experience plus. Proven record, well recommended. Desire to locate permanently. Ex-service, married. Will supply further info and material. Will go anywhere. Box 215G, B•T.

Newsman. Ten years with 50,000 watt station, newspaper background. Some tv experience. Prefer midwest or southwest. Available now. Write only, no air work. Box 262G, B•T.

Newscaster—reporter, movie photographer; 2½ years radio experience; tv training; M. A. Journalism, University of Iowa. Ben Silver, 104 Westlawn Park, Iowa City, Iowa.

TELEVISION

Help Wanted

Salesmen

Florida vhf offering young salesman opportunity to learn television. Should have am experience. Preference given Florida salesman. Our staff advised this ad. Box 328G, B•T.

Announcer

Announcer—wanted by pre-freeze vhf station in major market. Excellent opportunity for steady man who is capable of effective on-camera selling. Write fully, explaining experience, ambitions, salary requirements. Our people know of this advertisement. Address Box 75G, B•T.

Announcer who can sell with conviction, for growing vhf operation in southeast. Send photo, tape, background and references. Box 317G, B•T.

Technical

Transmitter engineer—New York State am and tv—vhf has opening. Box 131G, B•T.

Wanted: Engineer with experience in am and tv transmitters and tv studio equipment for chief engineer of am-vhf station in north central United States. Write giving qualifications to Box 296G, B•T.

Production-Programming, Others

Program director to plan, supervise aggressive live show schedule for growing Great Lakes area vhf. Box 288G, B•T.

Film director for growing vhf in southeast. Send references, photo, experience. Box 316G, B•T.

Combination tv-newsman-announcer wanted by Great Lakes area vhf. Send complete details first letter. Box 331G, B•T.

Promotion manager. Are you the second man in the promotion-merchandising department of a leading radio and tv station? Do you think you are smarter than the first man? Are you waiting to give the nation's advertisers a look at your new fresh promotion-merchandising ideas? Friend, this is your chance. Contact us today and we'll make you the "First" man in our promotion department. We are a leading basic CBS-TV and radio affiliate in the southeastern U. S. We would even like to hear from smart promotion gals too. Send us your presentation today. Box 332G, B•T.

Situations Wanted

Managerial

Program director, now production manager large midwest prestige station, 4½ years tv experience programming and production, college grad, family man, relocate anywhere, will send details. Box 160G, B•T.

National sales or commercial manager—approximately 14 years radio-television sales experience, both local and national. Experience includes branch manager of representative and station's national sales director. Persistent, determined. References from stations, agencies and representatives. Box 319G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Tv announcer: College degree. Six years television and radio experience, two state capitols. Sincerely ambitious. 30—married—vet. Radio considered. Write Box 268G, B•T.

Tv announcer, effective "on camera" selling, news-sports specialty, good production background, young, superior education, top references. Box 305G, B•T.

I can help your tv station make money, because I have had network experience in every phase of tv announcing. Wish to make change from present association (12 years) due to personal reasons. Highest recommendations. Married, 38, 2 children. Will you write today. Box 327G, B•T.

Announcer-director. Three years with Midwestern, full power, vhf. Will travel. Available immediately. Everett, 308 South 6th, Terre Haute, Indiana.

Technical

Engineer: 1st ticket, experienced, operation—maintenance am-fm-tv. Tv specialty, master control. Accept radio or tv. Available Feb. 20th. Box 281G, B•T.

Technician: Am, fm, tv experience. 18 months vhf-tv transmitter maintenance. Prefer east. Box 286G, B•T.

Am transmitter operator wants to advance to tv transmitter operator. Box 287G, B•T.

Tv engineer . Experienced xmtr—studio—microwave; no film; permanent only. Box 298G, B•T.

Production-Programming, Others

Program director or assistant manager. Seven years tv. Pennsylvania through Illinois preferred. Two weeks availability. Box 235G, B•T.

Experienced: 10 years radio-tv. Network calibre director-producer-announcer. Promotion, production, sales minded. Best references, personal, professional, agencies. Available immediately. Box 260G, B•T.

Television production—ambitious young family man. Experienced color and black and white camera, lighting, staging. Currently with major NBC affiliate. Consider any location. Box 267G, B•T.

News director—tv-radio—unusual background, best references, experienced. All details on request. Box 274G, B•T.

Cameraman—2 years experience. All studio operations. Seeking opportunity as director—cameraman. Box 278G, B•T.

Producer-director-announcer, more than five years experience in television, ten in radio, four in motion picture production. Currently with top rate metropolitan vhf. Supervisory experience and ability. Qualified to sell services in a key position. Complete equipment for tv filming. Resume, photograph and excellent references. Box 314G, B•T.

Experienced tv news director. Produce and direct special events, films. Experienced announcer—reporter. Formerly WRTI-TV Albany, New York, now ceased operations. Prefer south or southwest. Films, tape or both on request. Box 320G, B•T.

Study . . . my experience and background in tv. Directing, including sixty-minute award winning variety show; promotion and publicity; all phases film production from script to print. Complete details on any or all upon request. Excellent references including present employer! Box 326G, B•T.

For Sale

Stations

Eastern exclusive 1kw daytime — independent. $15,000 down. Box 255G, B•T.

250 watt network affiliate in top money earning market—southeastern Carolina. Own valuable real estate and leaseholds $30,000.00 cash down required. Will handle balance on terms. Confidential. Box 272G, B•T.

For Sale—(Cont'd)

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, **Oregon.**

Equipment Etc.

Magnecord PT 63-AH recorder and PT 7-P amplifier for sale. Excellent condition. Box 261G, B•T.

Fm 10kw amplifier (less 1kw driver). Also power supply. Western Electric type 506B-2. New, reasonable. Box 263G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for G.E. fm mast. New. Reasonable. Box 264G, B•T.

G.E. 250 watt fm transmitter, frequency-modulation monitor, 2 bay antenna, 165 ft. self-supported, insulated lighted Blaw-Knox tower. First reasonable offer accepted for all or part. KENO, Las Vegas, Nevada.

Projector, RCA TP-16; Most of latest modifications; sell or trade; Chief Engineer, KSD-TV, St. Louis, Missouri.

For sale: One Hewlett Packard model 335B fm monitor and one disassembled Gates 250 fm transmitter with exciter unit complete both for $395.00 F.O.B. St. Louis. Contact James F. Mitchell, KXLW, St. Louis 17, Missouri.

Highest offer buys two W.E. 9A arms, outboard mounted, equalizers, six 9A heads, four perfect. Ben Franklin, WATS, Sayre, Pa.

Tape recorder, cub recorder in perfect condition, single track head. $150.00. Write T. Andras Jr., UAW, CIO Radio Department, 8000 E. Jefferson, Detroit, Michigan.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

Wanted to Buy

Stations

Major interest or all of small to medium market am station in Texas, Oklahoma or Louisiana. Box 236G, B•T.

Experienced broadcasters want to buy am properties in markets of 75,000 or more. All replies confidential. Box 273G, B•T.

Wanted to buy New York City radio station if acceptable terms and price. Notify Box 302G, B•T.

Equipment Etc.

Remote control for G.E. BT-1B and BF-2A. Also vhf audio link for full fidelity reproduction. Box 257G, B•T.

3 kilowatt fm transmitter, monitor, console and transmission line. Send all replies to Box 310G, B•T.

Wanted—Tv remote equipment, including camera, microwave, sync generators and switching gear. Especially need truck suitable for tv remotes. Write Box 323G, B•T.

Instruction

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

$10 each paid for old Thesaurus, Langworth, Associated, World, McGregor, Sesac and Cardinal transcription catalogs (in original binders) or artist card files issued 1930-1950. State approximate date catalog isued or date to which catalog is believed to be complete. Box 275G, B•T.

RADIO

Help Wanted

GENERAL MANAGER
AM-FM INDIE

If you are an experienced and proven radio station manager with a sales background, this may be the opportunity you have been hoping for.

We want a take-charge manager who will be paid a substantial salary, participate in the profits and will have the opportunity to acquire an interest in the station.

This newspaper-owned station is in a prosperous, growing city of 40,000 with excellent manufacturing, agricultural back country, live retail outlets and above average per capita buying power.

We prefer a family man capable of assuming an active place in the business, civic and social life of the community.

Give complete personal and business background, including references and photograph in first letter.

CHRONICLE PUBLISHING COMPANY
WMRI & WMRI-FM
Marion, Ind. Phone 4059

TELEVISION

Help Wanted

HOLLYWOOD, CALIFORNIA
Opening for TV Director of our Hollywood Studios. Duties include instruction in all phases of TV Production. Prefer TV Production person with well rounded secondary market experience. Send complete information including starting salary expected
to
NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Avenue
Portland 9, Oregon

RESEARCH and PRESENTATION WRITER

One of the top television stations in large Eastern market needs aggressive research and sales presentation writer. Must have wide knowledge of television research techniques and be able to turn out hard-hitting sales presentations. Would prefer someone now in the industry. Unusual opportunity for right person.

Box 333G, B•T.

Situations Wanted

ATTENTION NEW TV STATIONS

Experienced: 24 years total
3 Directors
3 Cameramen
2 Announcers—Talent
All in 3 men. Expert ability
Can and have installed TV Stations
Production-wise

Box 280G, B•T

TELEVISION

Situations Wanted

PROMOTION/PUBLICITY DIRECTOR

Experienced in major market operation. Accomplishments speak for themselves. Highest business and personal recommendation. Married. College. Air personality.

Box 258G, B•T

Successful Station Sales Executive looking for new challenge. Eight years' experience in TV and AM management and selling with top representative, network and station organizations. Outstanding background and record of successes. Will relocate. For complete resume, write:

Box 276G, B•T

FOR SALE

TELEVISION STATION

Fully equipped UHF TV station available at advantageous price. Equipment all in excellent condition and, except for two items, may be used on VHF channels. May be purchased as presently installed or shipped elsewhere.

Box 289G, B•T

446-ft. TV TOWER
Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP
Contact: Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

RCA 1 KW FM TRANSMITTER,

Type BTF-1C. Please state price, condition and availability.

Box 271G, B•T

FOR THE RECORD

(Continued from page 108)

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co.—Mod. of CP (BPCT-1023) as mod. which authorized new tv station to extend completion date to 8-23-55 (BMPCT-2835).

WICS (TV) Springfield, Ill., Plains Television Corp.—Mod. of CP (BPCT-1101) as mod. which authorized new tv station to extend completion date to 8-24-55 (BMPCT-2836).

KTIV (TV) Sioux City, Iowa, KCOM Bcstg. Co.—Mod. of CP (BPCT-864) as mod. which authorized new tv station to change corporate name to KTIV Television Co. (BMPCT-2828).

KSWM-TV Joplin, Mo., Air Time Inc.—Mod. of CP (BPCT-1203) as mod. which authorized new tv station to extend completion date to Sept., 1955 (BMPCT-2831).

WGLV (TV) Easton, Pa., WGLV Inc.—Mod. of CP (BPCT-261) as mod. which authorized new tv station to extend completion date to 8-23-55 (BMPCT-2833).

WCMB-TV Harrisburg, Pa., Rossmoyne Corp.—Mod. of CP (BPCT-966) as mod. which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2832).

WLBR-TV Lebanon, Pa., Lebanon Television Corp.—Mod. of CP (BPCT-1011) as mod. which authorized new tv station to extend completion date (BMPCT-2830).

KELO-TV Sioux City, S. D., Midcontinent Bcstg. Co.—Mod. of CP (BPCT-1883) which authorized changes in facilities of existing tv station to extend completion date to 5-23-55 (BMPCT-2829).

WEDM (TV) Munford, Ala., Alabama Educational Television Commission—Mod. of CP (BPET-50) as mod. which authorized new educational tv station to extend completion date to 6-18-55 (BMPET-63).

Remote Control

WCTT Corbin, Ky., The Corbin Times-Tribune (BRC-648).

KYNT Yankton, S. D., Yankton Bcstg. Co.—(BRC-650).

Application Returned

Pendleton, Ore., C. H. Fisher & Edna E. Fisher d/b as Pendleton Bcstrs.—CP for new standard station on 900 kc, 1 kw, daytime. At request of applicant.

February 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Feb. 4

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted petition for an extension of time to and including Feb. 28 within which to file exceptions to initial decision re am application (Docket 10592).

Actions of Feb. 3

Chief Broadcast Bureau—Granted petition for an extension of time to and including Feb. 21 within which exceptions may be filed to initial decision in re ch. 7 at Miami, Fla. (Dockets 10854 et al.).

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Granted petition of Radio Roanoke to dismiss its application for tv ch. 7 (Docket 10656; BPCT-1743); retained in hearing application of Times World (Docket 10655).

Painesville, Ohio, Somerset Bcstg. Co.—Granted petition for an extension of time to and including Feb. 21 within which to file replies to a petition by Miners Bcstg. Service to dismiss application of Somerset for a new am station (Dockets 11202 et al.).

By Hearing Examiner Annie Neal Huntting on Feb. 4

Painesville, Ohio, Somerset Bcstg. Co.—Granted petition for leave to amend its application for new am station (Docket 11204) in order to submit certain revised data.

Parma, Mich., Jackson Bcstg. & Tv Corp.—Granted petition for leave to amend its applica-

Miscellaneous

Mid-Air maintenance antennas—coaxial cable—painting complete radio & TV tower service

A & R Engineering
507 Chalkstone Ave.
Providence, R. I.

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6895

tion for ch. 10, in order to show the acquisition of Stations WSAM-AM-FM Saginaw, Mich., by WKMH Inc. (Docket 11172; BPCT-1871).

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—On petition of WSDR, continued prehearing conference and hearing now scheduled for Feb. 11 and 23, without date; and extended from Feb. 3 to March 7 the date for the exchange of the direct case in re application for am facilities (Docket 11146) (Action of Feb. 3).

By Hearing Examiner William G. Butts on Feb. 4

Bay Shore, N. Y., Key Bcstg. System Inc.—Denied motion requesting that the date for filing proposed findings now scheduled for Feb. 15 be postponed, re application for new am station (Docket 10379).

By Hearing Examiner Hugh B. Hutchison on Feb. 4

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—Granted in part motion to continue hearing in re am application (Docket 11241), and the hearing now scheduled for Feb. 7 was continued without date.

By Hearing Examiner J. D. Bond on Feb. 7

Roanoke, Va., Times-World Corp.—Ordered that the further hearing in re application for ch. 7, be held on Feb. 9 (Docket 10655).

By Hearing Examiner Charles J. Frederick on Feb. 4

Granted motions of City of Jacksonville, et al., applicants for ch. 12 in Jacksonville, Fla., to correct the transcript in this proceeding (Dockets 10833 et al.).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 4

Remote Control

WCTT Corbin, Ky., The Corbin Times-Tribune—Granted authority to operate transmitter by remote control.

Granted License

WHBL Sheboygan, Wis., WHBL Inc.—Granted license for change in transmitter and studio location (BL-5615).

WPRP Ponce, P. R., Voice of Porto Rico Inc.—Granted license covering change from employing directional antenna (DA-1) day and night to directional antenna (DA-N), night only (main transmitter) (BL-5604).

KFI Los Angeles, Calif., Earle C. Anthony Inc.—Granted authority to modulate transmitter with sub-audible tones below 40 cycles with approx. 20% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles, for a period of 60 days.

WPGC Morningside, Md., WPGC Inc.—Granted license covering increase in power, except during critical hours (Canadian restricted), and install a new transmitter (BL-5581).

Modification of CP

The following were granted extensions of completion dates as shown: WPNX Columbus, Ga., to 8-9-55, condition; WCMB-TV Harrisburg, Pa., to 8-23-55; WPGT Clearwater, Fla., to 8-2-55, condition; KSWM-TV Joplin, Mo., to 8-23-55.

WTVG (TV) Mansfield, Ohio, Fergum Theatres Inc.—Set aside action of Jan. 24, 1955, granting extension of completion date to Aug. 3, and returned to processing (BMPCT-2763).

Actions of Feb. 3

Remote Control

The following stations were granted authority to operate transmitters by remote control: WGST Atlanta, Ga.; KFTV Paris, Tex.

Granted License

WITA San Juan, P. R., Electronic Enterprises Inc.—Granted license covering change in frequency, increase in power, installation of a new transmitter, change in transmitter location and changes in antenna system (BL-5577).

Modification of CP

The following were granted extensions of completion dates as shown: WOTR Corry, Pa., to 4-10-55; WPFD Darlington, S. C., to 7-1-55; WSAY Rochester, N. Y., to 5-1-55, condition; KTNT-TV Tacoma, Wash., to 8-19-55, WNLC-TV New London, Conn., to 8-18-55; WUSN-TV Charleston, S. C., to 8-17-55; KLIX-TV Twin Falls, Idaho, to 7-15-55; KCJB-TV Minot, N. D., to 8-1-55; KMBC-TV Kansas City, Mo., to 8-17-55; KOMU-TV Columbia, Mo., to 8-18-55.

Actions of Feb. 2

Granted License

WSTU Stuart, Fla., The Blue Water Bcstg. Co.—Granted license for am broadcast station; 1450 kc, 100 w, U (BL-5545).

WDVH Gainesville, Fla., The Decatur Bcstg. Co.—Granted license for am broadcast station; 980 kc, 5 kw, DA, D (BL-5485).

WCRB Waltham, Mass., Charles River Bcstg. Co.—Granted license covering change in hours of operation from D to U, using power of 1 kw; installation of directional antenna (DA-2) and change in studio location (BL-5550).

Granted CP

KTVW (TV) Tacoma, Wash., J. Elroy McCaw—Granted CP to replace expired CP (BPCT-1347) as mod. for new commercial tv station (ch. 13) (BPCT-1946).

Modification of CP

The following were granted extensions of completion dates as shown: WOAY-TV Oak Hill, W. Va., to 8-2-55; WMFL Miami, Fla., to 8-9-55; WJHP-TV Jacksonville, Fla., to 8-3-55.

Actions of Feb. 1

Remote Control

WAPL Appleton, Wis., Bartell Bcstrs. Inc.—Granted authority to operate transmitter by remote control.

Granted License

WEEI-FM Boston, Mass., Columbia Bcstg. System Inc.—Granted license for changes in fm station; antenna 430 ft. (BLH-1028).

WEIC Charleston, Ill., Friendly City Bcstrs.—Granted license for am broadcast station; 1270 kc, 1 kw-DA, D (BL-5543).

KSOP Salt Lake City, Utah, Seagull Bcstg. Co.—Granted license for am broadcast station; 1370 kc, 1 kw, D (BL-5605).

WAGR Lumberton, N. C., Southeastern Bcstg. Corp.—Granted license for am broadcast station; 1480 kc, 1 kw-DA-2, U (BL-5546).

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—Granted license for am broadcast station; condition; 1230 kc, 250 w, U (BL-5608).

Modification of CP

The following were granted extensions of completion dates as shown: KXYZ-TV Houston, Tex., to 8-12-55; KTAG-TV Lake Charles, La., to 8-17-55; KHOL-TV Kearney, Neb., to 8-16-55.

Actions of Jan. 31

Modification of License

WKMF Flint, Mich; WKMH-AM-FM Dearborn, Mich.; WSAM-AM-FM Saginaw, Mich.—Granted mod. of licenses to change name to Knorr Bcstg. Corp. (BML-1617, BMLH-83, 84).

WHAB Baxley, Ga., Farnell O'Quinn—Granted mod. of license to change name to Farnell O'Quinn tr/as Tri-City Bcstg. System (BML-1616).

Modification of CP

The following were granted extensions of completion dates as shown: KTEN Ada, Okla., to 8-16-55; WWJ-TV Detroit, Mich., to 8-17-55; WROW-TV Albany, N. Y., to 8-15-55; WFMZ-TV Allentown, Pa., to 7-29-55; KDAL-TV Duluth, Minn., to 8-11-55; KTVQ (TV) Oklahoma City, Okla., to 8-11-55; KUTV (TV) Salt Lake City, Utah, to 8-18-55; WBEN-TV Buffalo, N. Y., to 8-12-55; WERE-TV Cleveland, Ohio, to 8-17-55.

February 8 Applications

ACCEPTED FOR FILING

Modification of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. of CP (BP-8194) as mod. which authorized change transmitter and studio locations and changes in antenna system for extension of completion date (BMP-6769).

KRWC Forest Grove, Ore., Irving V. Schmidtke—Mod. of CP (BP-9261) which authorized increase daytime power and install new transmitter for extension of completion date (BMP-6770).

WELI-TV New Haven, Conn., Conn. Radio Foundation Inc.—Mod. of CP (BPCT-456) as mod. which authorized new tv station to extend completion date (BMPCT-2837).

WTVO (TV) Rockford, Ill., Winnebago Television Corp.—Mod. of CP (BPCT-1052) as mod., which authorized new tv station to extend completion date to 8-24-55 (BMPCT-2841).

WKAQ-TV San Juan, P. R., El Mundo Inc.—Mod. of CP (BPCT-952) as mod. which authorized new tv station to extend completion date to 8-15-55 (BMPCT-2838).

WACA-TV Camden, S. C., Camden Bcstg. Corp.—Mod. of CP (BPCT-1889) which replaced expired CP (BPCT-1544) as mod. which authorized new tv station to extend completion date to 8-24-55 (BMPCT-2839).

Remote Control

WGBI Scranton, Pa., Scranton Bcstrs. Inc.—(BRC-653).

WCLO Janesville, Wis., Southern Wisconsin Radio Inc.—(BRC-651).

WSPT Stevens Point, Wis., Stevens Point Bcstg. Co.—(BRC-652).

Renewal of License

WABT (TV) Birmingham, Ala., The Television Corp.—(BRCT-35).

February 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Hugh B. Hutchison on Feb. 8

KTRH Houston, Texas, KTRH Bcstg. Co.—Granted petition for leave to amend its am application (Docket 8753; BP-6525), by changing its proposed DA pattern to remove interference to stations WARB and CMAB.

KTRN Wichita Falls, Texas, Texoma Bcstg. Co.—Granted petition to accept late appearance in proceeding re application of Bill Mathis for a new am station in Abilene, Texas (Docket 11180).

Murphy, N. C., Cherokee Bcstg. Co.—Granted request to postpone date for exchange of the written direct cases of parties in re applications for new am stations (Dockets 11101 et al.), from Feb. 14 to Feb. 21, and the date for final prehearing conference is postponed from Feb. 24 to March 3 (Action of Feb. 7).

By Hearing Examiner Fanney N. Litvin

St. Joseph, Mo., Broadcast Group Inc.—Granted petition for leave to amend its am application (Docket 11147), to make changes in program schedule and analyses thereof (Action of Feb. 8).

Issued statement following first prehearing conference and agreements and requirements which shall govern the course of the proceeding re (Docket 11147) (Action of Feb. 7).

By Hearing Examiner William G. Butts on Feb. 7

Thermopolis, Wyo., Mildred V. Ernst; Thermopolis Bcstg. Co.—Ordered that the full sets of exhibits in proceeding re new am stations (Dockets 11126-27) shall be exchanged March 21, and a further conference following the exchange of such exhibits shall be held March 25. Also granted petition of Thermopolis to amend its application to supplement the engineering report on file.

By Hearing Examiner Herbert Sharfman on Feb. 7

Latrobe, Pa., Latrobe Bcstrs.—Granted petition for extension of time to and including March 14, in which to file proposed findings in re am application (Docket 10428).

UPCOMING

FEBRUARY

Feb. 13-19: National Advertising Week.

Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 17-18: NCAA Tv Committee meeting, Chicago.

Feb. 18: Canadian Broadcasting Corp. board meeting, Ottawa.

Feb. 19: AAAA Aptitude Tests, midwestern states.

Feb. 21: RAB Clinic, Washington, D. C.

Feb. 21: Beginning, Six Levels of Commmunications seminar, U. of Chicago, Chicago.

Feb. 23: Start of BMI Program Clinics (see story in Program Services for list of cities and dates.)

Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington, D. C.

Feb. 23: RAB Clinic, Richmond, Va.

Feb. 24: RAB Clinic, Roanoke, Va.

Feb. 25: RAB Clinic, Baltimore, Md.

MARCH

March 7: RAB Clinic, New Orleans, La.

March 7-12: National Tv Servicemen's Week.

March 8: RAB Clinic, Shreveport, La.

March 9: RAB Clinic, Dallas, Tex.

March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.

March 10: RAB Clinic, San Antonio, Tex.

March 11: RAB Clinic, Corpus Christi, Tex.

March 12: Tenth Annual Michigan State College Radio & Television Conference (one day; for educators), East Lansing, Mich.

March 12: First Annual Michigan State College High School Radio & Television Day, East Lansing, Mich.

March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.

March 16-19; Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18-19: Atlanta Advertising Institute, Emory U., Atlanta, Ga.

March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

March 21: RAB Clinic, Albuquerque, N. M.

March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

March 22: RAB Clinic, Amarillo, Tex.

March 23: RAB Clinic, Oklahoma City

March 24: RAB Clinic, Tulsa, Okla.

March 25: RAB Clinic, Little Rock, Ark.

APRIL

April 4: RAB Clinic, Billings, Mont.

April 5: RAB Clinic, Boise, Idaho.

April 6: RAB Clinic, Portland, Ore.

April 7: RAB Clinic, Spokane, Wash.

April 8: RAB Clinic, Seattle, Wash.

April 17-22: Inside Advertising Week, Hotel Biltmore, New York.

April 18: RAB Clinic, Milwaukee, Wis.

April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.

April 19: RAB Clinic, Grand Rapids, Mich.

April 20: CBS Inc. stockholders meeting.

April 20: RAB Clinic, Detroit.

April 21: RAB Clinic, Cleveland.

April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.

April 21-23: Southern California Adv. Agencies Assn., El Mirador Hotel, Palm Springs, Calif.

April 22: RAB Clinic, Cincinnati.

(RAB Clinics are scheduled through Nov. 18.)

TELESTATUS

February 14, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown (granted STA Jan. 28)

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 114,030
►KPHO-TV (5) CBS, DuM; Katz; 114,030
KTVK (3) ABC; Weed; 6/10/54-3/1/55

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,132

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 49,812

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,000

Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 2,013,564
►KHJ-TV (9) DuM; H-R; 2,013,564
►KNXT (2) CBS; CBS Spot Sls.; 2,013,564
►KRCA (4) NBC; NBC Spot Sls.; 2,013,564
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 2,013,564
►KTTV (11) Blair; 2,013,564

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-3/14/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 280. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,425,576.
***Indicates educational stations.**
†Cities NOT interconnected to receive network service.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].
(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

PHOENIX 45th metropolitan market
IN POPULATION and RETAIL SALES

now 42nd IN EATING and DRINKING PLACES SALES

Eating and Drinking Places Sales		Millions
40	AKRON	$42.2
41	SACRAMENTO	
42nd	PHOENIX	$40.7
43	HARTFORD	
44	Norfolk-Portsmouth	$37.8

*SRD Consumer Markets '54

Sales are high, and going higher, in local eating and drinking establishments. The cheery jingle of cash registers is constant proof that Phoenicians like to "eat out" — like to enjoy a friendly glass with congenial companions.

Is YOUR product profiting by this appetizing market? Let KPHO and KPHO-TV take your sales story to the most potent pocketbooks in the Phoenix area! You'll get gratifying results for your advertising dollars.

SOLD reached most effectively through . . .

KPHO-TV and KPHO
YOUR MEREDITH STATIONS
Channel 5 • CBS Basic
First in Arizona since '49
Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,044,914
►KPIX (5) CBS; Katz; 1,044,914
►KRON-TV (4) NBC; Free & Peters; 1,044,914
►KSAN-TV (32) McGillvra; 164,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 38,000
Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 8,600
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
►WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957

THE SPOTLIGHT'S ON
WEHT
CBS
IN THE
EVANSVILLE MARKET

FIRST-
Anyway you
figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and November's Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 707,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
►WTTG (5) DuM; H-R; 631,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
►WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
►WINK-TV (11) ABC, CBS; Weed; 11,726
Jacksonville—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 373,904
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
►WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
►WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
►WITV (17) See Fort Lauderdale
Orlando—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
►WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
►WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
►WPFA (15) Young; 32,500
St. Petersburg—
►WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-2/14/55
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
►WEAT-TV (12) ABC; Walker
►WIRK-TV (21) DuM; Weed; 42,708
►WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

GEORGIA

Albany†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
►WAGA-TV (5) CBS, DuM; Katz; 456,190
►WLWA (11) ABC; Crosley Sls.; 460,430
►WQXI-TV (36) 22,517
►WSB-TV (2) NBC; Petry; 484,725
Augusta—
►WJBF (6) ABC, NBC, DuM; Hollingbery; 132,121
►WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
►WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
►WRBL-TV (4) CBS; Hollingbery; 89,177
Macon—
►WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 90,058
►WNEX-TV (47) NBC; Branham; 62,032
Rome†—
►WROM-TV (9) Weed; 150,990
Savannah—
►WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 58,312
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
►KBOI (2) CBS, DuM; Free & Peters; 43,200
►KIDO-TV (7) ABC, NBC; Blair; 37,800
Idaho Falls—
►KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,650
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
►WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 304,200
Bloomington—
►WBLN (15) McGillvra; 113,242
Champaign—
►WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
►WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
►WBKB (7) ABC; Blair; 2,074,000
►WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
►WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
►WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
►WSIL-TV (22) ABC; Walker; 30,000
Peoria—
►WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152
►WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
►KHQA-TV (7) See Hannibal, Mo.
Rockford—
►WREX-TV (13) ABC, CBS; H-R; 244,024
►WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
►WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
►WTTV (4) NBC, DuM; Meeker; 606,450 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville—
►WFIE (62) ABC, NBC, DuM; Venard; 94,315
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
►WKJG-TV (33) NBC, DuM; Raymer; 112,186
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
►WISH-TV (8) ABC, CBS, DuM; Bolling; 524,710
►WTTV (4) See Bloomington
Lafayette†—
►WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 147,267
Waterloo (Fort Wayne)—
►WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,333
►WMT-TV (2) CBS; Katz; 259,300
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►KQTV (21) ABC; Pearson; 42,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 127,812
Sioux City—
►KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
►KVTV (9) ABC, CBS, DuM; Katz; 137,035
Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
►KCKT (2) NBC; Bolling; 126,258
Hutchinson—
►KTVH (12) CBS, DuM; H-R; 165,578
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz, 86,587

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Topeka—
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 414,493

Wichita—
►KAKE-TV (10) ABC; Hollingbery; 195,110
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 69,067

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) NBC, ABC, DuM; Forjoe; 4/13/54-3/1/55 (granted STA Jan. 20)

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed

Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 37,000

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 199,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 300,890
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 75,600
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
►WTWO (2) CBS; Venard

Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 24,000

Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
►WCSH-TV (6) NBC, DuM; Weed; 150,004
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
►WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 46,400

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015

Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,267,223
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,267,223

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,800

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 165,000
►WWLP (61) ABC, NBC; Hollingbery; 165,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 71,674

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) 1,238,585. See Windsor, Ont.

East Lansing†—
►WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown

Kalamazoo—
►WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 539,390

Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 415,232

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City†—
►WPBN-TV (7) NBC; Holman, 36,965

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

For the Long Haul or the Short Haul

Use WIBW-TV

No matter how you use television, WIBW-TV delivers your sales message to 135,364 TV homes in 44 counties in 3 states.

And what a market! (The construction of transportation equipment alone puts more than $36 million into the pockets of our viewers) . . . and that's only 2.7% of total income in WIBW-TV Land.

Put in your reservation for space on this non-stop express to big buying-power. Get aboard Topeka's only TV station—WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-DUMONT-ABC Interconnected

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

If Your Market is

MINNEAPOLIS

ST. PAUL

NOW IS THE TIME

to see your

H-R

television representative

...about choice availabilities on KEYD-TV

...you can buy maximum power at minimum cost on the Upper Midwest's new Channel 9 station

... ask your H-R man about KEYD-TV's "incentive" rates

316,000 WATTS

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

KEYD-TV Market Facts

POPULATION	over 2½ MILLION
BUYING INCOME	nearly 3½ BILLION
RETAIL SALES	nearly 3 BILLION
FOOD SALES	612 MILLION
DRUG SALES	77 MILLION

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R
► WCCO-TV (4) CBS; Free & Peters; 568,500
► WTCN-TV (11) ABC; Blair; 568,500

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 568,500
► WMIN-TV (11) ABC; Blair; 568,500

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 145,680
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) CBS; Hoag-Blair, Blair Tv; 6/10/54-2/13/55 (granted STA Jan. 19)

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, CBS, DuM; Katz; 466,136
► KMBC-TV (9) CBS; Free & Peters; 466,136
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 466,136

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 125,300

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 17,450

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) Initial Decision 1/5/55

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 111,006
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 6,000

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 317,290
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,151. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 447,938. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 58,590

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 27,100

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 413,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 358,300
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 358,300

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 298,130

Chapel Hill†—
► WUNC-TV (*4)

Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 449,864

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 292,768

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 98,070

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Wilmington†—
▶WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
▶WSJS-TV (12) NBC; Headley-Reed; 257,600
▶WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
▶KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315
Fargo†—
▶WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
▶KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
▶KXJB-TV (4) CBS, DuM; Weed; 75,000

OHIO

Akron—
▶WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
▶WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
▶WCET (*48) 2,000
▶WCPO-TV (9) ABC, DuM; Branham; 724,140
▶WKRC-TV (12) CBS; Katz; 662,236
▶WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
▶WEWS (5) CBS; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
▶WNBK (3) NBC; NBC Spot Sls.; 1,045,000
▶WXEL (8) ABC, CBS, DuM; Katz; 1,069,000
Columbus—
▶WBNS-TV (10) CBS; Blair; 427,239
▶WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
▶WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
▶WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
▶WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
▶WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
▶WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
▶WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
▶WFMJ-TV (21) NBC; Headley-Reed; 149,000
▶WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
▶WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
▶KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
▶KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
▶KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
▶KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
▶KTVQ (25) ABC; H-R; 167,381
▶KWTV (9) CBS, DuM; Avery-Knodel; 256,102
▶WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
▶KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
▶KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
▶KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
90 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown
Medford—
▶KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,425
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
▶KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
▶KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 212,436
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
▶WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
▶WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
▶WLEV-TV (51) NBC; Meeker; 89,307
Easton—
▶WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
▶WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
▶WSEE (35) CBS, DuM; Avery-Knodel; 58,820
Harrisburg—
▶WCMB-TV (27) Forjoe
▶WHP-TV (55) CBS; Bolling; 193,002
▶WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
▶WARD-TV (56) ABC, CBS, DuM; Weed
▶WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303
Lancaster—
▶WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
▶WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
▶WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
▶WPTZ (3) NBC Free & Peters; 1,947,322
Pittsburgh—
▶KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
▶WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
▶WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
▶WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
▶WHUM-TV (61) CBS; H-R; 219,370
Scranton—
▶WARM-TV (16) ABC; Hollingbery; 200,000
▶WGBI-TV (22) CBS; Blair; 210,000
▶WTVU (73) Everett-McKinney; 250,000
Wilkes-Barre—
▶WBRE-TV (28) NBC; Headley-Reed; 225,000
▶WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
▶WNOW-TV (49) DuM; Forjoe; 87,400
▶WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
▶WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,853
▶WNET (16) ABC; Raymer; 82,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
▶WAIM-TV (40) CBS; Headley-Reed; 127,200
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
▶WCSC-TV (5) ABC, CBS; Free & Peters; 153,517
▶WUSN-TV (2) NBC; H-R; 138,500
Columbia—
▶WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
▶WIS-TV (10) NBC, DuM; Free & Peters; 138,992
▶WNOK-TV (67) CBS; Raymer; 75,000
Florence—
▶WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
▶WFBC-TV (4) NBC; Weed; 443,850
▶WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
▶KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

FOREVER AMBER WATCHES

W·H·E·N TV

Someone has captured Amber's heart at last. It's the end of love 'em and leave 'em — Amber doesn't ramble anymore.

WHEN-TV is the successful suitor who has won Amber's affections. No ricochet romance, either — this was love at first sight, just the way it was with more than 250 communities in upstate New York (Amber is only one of 'em.) They've opened their loving hearts to Channel 8 . . . and opened their purses, too, ready to spend at the slightest word from the object of their affections. Want a private line to Amber's heart (and pocketbook)? Try Channel 8.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES
CBS
ABC
DUMONT
A MEREDITH STATION
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 121,100
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 330,647
►WMCT (5) ABC, NBC, DuM; Branham; 330,647
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
► WSM-TV (4) NBC, DuM; Petry; 208,985
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 224,519

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 42,240
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 66,597
► KGNC-TV (4) NBC, DuM; Katz; 66,597
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,961
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 37,360
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 448,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 448,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 64,433
► KTSM-TV (9) NBC; Hollingbery; 62,423
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 440,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,275
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 387,000
► KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/52-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 11/17/54-9/1/55
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 237,255
► WAOI-TV (4) ABC, NBC; Petry; 236,912
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 103,144
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,075
KWTX-TV (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 80,910
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 113,000

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 100,627
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 173,000
Newport News —
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 481,193
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 311,001

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 155,153
Pasco†—
► KEPR-TV (19) 39,500
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 408,100
► KOMO-TV (4) NBC; Hollingbery; 408,100
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 100,410
► KREM-TV (2) ABC; Petry; 95,649
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 408,100
►KTNT-TV (11) CBS, DuM; Weed; 408,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

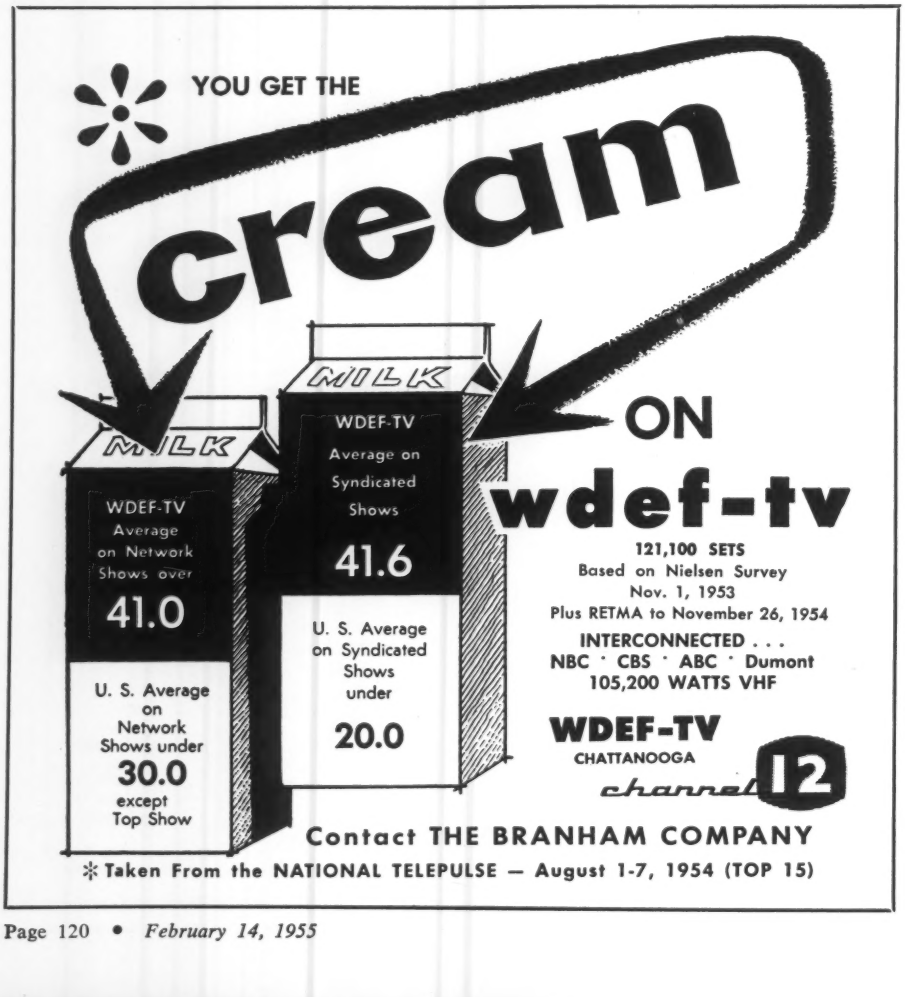
WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 51,130
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,369
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-April '55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



ON THE DOTTED LINE . . .

HOLSUM BREAD Co. contracts with KXJB-TV Valley City, N. D., for full season showing of the *Gene Autry Show*. L to r: John Boler, president of the North Dakota Broadcasting Co., KXJB-TV licensee; Rex Holly, manager of Holsum's Fargo, N. D., branch; E. R. Booth, vice president-general manager, Holsum Bread Co., and Jack Rieger of Holsum New York office.

FINALIZING an agreement for 52-week sponsorship by Mrs. Wagner's Pies of the *Cisco Kid* on WIP Philadelphia are (l to r): Carle E. Rollins, account executive and secretary of the J. M. Mathes Adv. Agency; F. W. Birkenhauer, president of the Wagner Baking Co. of Newark, N. J., and Ralf Brent, vice president and director of sales for WIP.

WITNESSING Sam Alexander (l), Butter Krust Bakers, and Henry Bubb, president, Capital Federal Savings, review contracts for the co-sponsorship of all Kansas U. and Kansas State basketball games over WREN Topeka, Kan., are Gerald Barker (l), WREN sales manager, and Max Falkenstien, WREN sports director, who is in charge of producing the shows.

Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) CBS, DuM; Bolling; 398,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 746,982
►WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 52,400

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Wed; 14,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; 7/1/53-Unknown
KTVF (11) 12/29/54-2/15/55

HAWAII

Hilo†—
Hawaiian Bcstg. System (9) 1/19/55-Unknown
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC; NBC Spot Sls.; 62,000
►KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
Hawaiian Bcstg. System (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
►CFRN-TV (3) CBC; Radio Rep., Young; 12,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 5,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 8,900
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
►CJCB-TV (4) Weed; 8,940
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,238,585
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

FREDERICK S. HOUWINK (c), general manager of WMAL Washington, contracts with the Frederic W. Ziv Co. for that firm's *Eddie Cantor Show*, to be heard Monday through Friday beginning Feb. 14. With Mr. Houwink are Perry P. Walders (l), Ziv's district representative, and Robert Jonscher, station radio manager.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of **BROADCASTING • TELECASTING** $7.00
☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and both **Yearbook-Marketbooks** 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

The Outlook

NOW THAT the broadcasting fat is in the Congressional fire anyone identified with any aspect of the art and industry will be fair game for committees of Congress. The so-called "Plotkin Memorandum," to be augmented this week by the release of the "Jones Report," will be used as the sources of inquisitional supply, even though they merely constitute the opinions of the individual authors.

First at bat will be George C. McConnaughey, to be heard Feb. 23 by the Senate Interstate & Foreign Commerce Committee on his nomination by President Eisenhower as chairman of the FCC. Since last October he has been serving on an interim basis.

Ordinarily, Mr. McConnaughey (or any other new appointee) would be queried merely on his qualifications and on his overall views on regulation. Now that he has served for several months, it's a sure bet that some members of the Committee will expect him to know as much about allocations as the head of the Institute of Radio Engineers, along with an expert knowledge of the economics of television and a pat answer for the plight of the uhf stations in secondary markets.

We have no doubt that both the Plotkin and Jones reports will be used as source material for the McConnaughey hearing. Mr. McConnaughey can't conceivably know the answers after so short a tenure on the FCC. Since Chairman Warren G. Magnuson (D-Wash.) of the Committee has already requested the FCC to come forward with its views on the Plotkin comments "in thirty days," or sometime next month, it seems to us Mr. McConnaughey might be spared this line of questioning next week.

Sen. Magnuson also has asked the Dept. of Justice to report to the Committee "within 30 days" on the Plotkin Memorandum. To date, however, there has been no inkling as to when spokesmen for the networks and others affected might be heard by the Committee.

There should be no undue lapse between the testimony of the Government witnesses and those representing the business of broadcasting. There are at least two sides, and Congress and the public should be apprised of them at the same sitting. Otherwise, half-truths and innuendos may go unchallenged for too long, and become accepted as facts.

The Man Who Remembered

THE vital role played by radio and television in molding opinions and influencing the outcome of political contests across the nation was emphasized at a luncheon meeting a fortnight ago in New York where representatives of all metropolitan area stations were guests of New York Mayor Robert F. Wagner.

The event marked the first anniversary of Mayor Wagner's career as a broadcaster, appearing monthly before radio microphones and tv cameras in unrehearsed interview broadcasts which, he stated, put him in close touch with constituents, their civic problems and their opinions on how effectively his administration is coping with them.

The purpose of the luncheon meeting was to express gratitude to all New York radio and tv stations for making it possible for Mayor Wagner to reach the people through the broadcasting media, which proved their efficiency and power to him a little over a year ago.

For it was radio and television that literally won the election which made Mr. Wagner mayor of New York City in November 1953. At the outset of his campaign all seven New York newspapers opposed him, although midway through the contest two of them mellowed somewhat. To combat the damaging effects of a hostile press, radio-tv schedules were purchased in the metropolitan area.

The Wagner administration won in a walk. Of the 2,151,358 ballots cast for the three leading contestants, Mr. Wagner pulled 1,022,622 votes, 361,071 more than the final count recorded for the second place candidate.

It would appear that the politicians' faith in the broadcasting media is on a constant upward swing as they continue to discover the political persuasiveness of the spoken word of radio and the personal touch of television.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Cut it out! That's just a prop for our farm show!"

Kinsey Retort

EVEN for people with no more than a normal interest in it, sex can be distracting. Dr. Alfred Kinsey, we suppose, has a special excuse for losing touch with developments outside that beguiling field.

One development he still has a lot to learn about is electronic journalism.

Ten days ago Dr. Kinsey spoke at a luncheon meeting in Evansville, Ind. Although he permitted pen-and-pencil reporters to cover the speech and a news conference afterward, he refused to let radiomen make a tape recording of either event.

Later an AP reporter quoted him as saying that radio and television newsmen were "too lazy" to take notes like a newspaper reporter and further that "they haven't learned to write."

"Any time they want to pay for a special interview, I'll be willing to appear for them," he added, indicating that he may have a scientific detachment toward the American bedroom but not toward the American buck.

Now, of course, Dr. Kinsey is a private citizen (though not averse to putting private thoughts—his own and others—on public view), and hence no journalistic media have absolute rights of access to him.

He would have a better chance of keeping his reputation as a scholar, however, if he applied better logic to his judgment of today's journalism. He can hardly pretend to be a great thinker if he persists in talking to newspaper readers for nothing while demanding pay to talk to the audiences of radio and tv.

Ethridge—Man of the Year

ALL THOSE who remember the practically dismembered National Assn. of Broadcasters in 1938 and the job that was done by Mark Ethridge in bringing together the dissident forces will applaud the selection of the Louisville publisher-broadcaster as the recipient of the NARTB's third annual keynote award. Mr. Ethridge, as the representative of WHAS, was drafted for the interim presidency in that strife-torn year. He proved a practical, logical, clear-thinking, courageous leader.

The first two NARTB keynote awards were to Brig. Gen. David Sarnoff, RCA-NBC board chairman, in 1953, and to William S. Paley, CBS board chairman, in 1954. Mr. Ethridge, while principally a newsman, was drawn into the broadcasting realm because he recognized the necessity of defending radio's free estate as on equal footing with the press freedom. The NARTB boards are to be commended for their selection of this dedicated and inspired leader as this year's man of the year.

The BIG News in Detroit...

complete coverage on every newscast-

JAMES CLARK
News Editor

KIRK KNIGHT

CARL CEDERBERG

CHARLES LEWIS

PETER STONER

on WWJ ... *of course!*

There's depth in WWJ's day-long schedule of 15-minute newscasts; depth of coverage, of facilities, of personnel This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

Shown here is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

Put WWJ's unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

WWJ AM FM

Associate Television Station WWJ-TV
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: The GEORGE P. HOLLINGBERY CO.*